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DETROIT

MODERN

PACKAGING

FEBRUARY 1937





CANCO "KNOW-HOW"

HELPS HEUBLEIN DISPLAY

Steal the show .. AND IT CAN FOR YOU

Your merchandise is just one of *many* things on a dealer's mind. When he just puts it "on the shelf" its personality has no opportunity to exert itself. It's apt to be *lost* in the army of its competitors.

But there IS a way to get your product in preferred position on counters, where customers just can't help seeing it . . . a way to capture for it coveted front and center position in window displays.

Let Canco help you secure these positions for YOUR

merchandise . . . just as Heublein is. Experience with thousands of successful displays has taught us ways to win retail store locations that get SALES RESULTS.

It costs nothing to find out what we can do for you. Just tell us what your product is—and put the problem in our lap. Then *you* decide.

(Background of the Heublein display shown above is a mirror of non-tarnishing chromium plate, a triumph to produce so perfectly, difficult to do justice to in a photograph.)

AMERICAN CAN COMPANY

MERCHANDISING SPECIALTIES DIVISION



Metal DISPLAYS

SIGNS AND TRAYS

NEW YORK • CHICAGO • BOSTON • CLEVELAND • BUFFALO • PHILADELPHIA

★ TO TABLE

NO LABEL



● No housewife who is particular about her dinner service would think of placing the average jar of preserves, jelly or apple butter on her dining-room table . . . its label, its entire get-up, is far too commercial ▶ ▶ ▶ Thus, when serving, she transfers the product to a glass dish or silver compote . . . then, when the meal is finished, she transfers it back again — to protect it from dust, to prevent it from drying out . . . all of which is pretty much of a nuisance ▶ ▶ ▶ If the package were not labeled, or if it were a little less commercial in appearance, the product could be served in its original package . . . and because of the convenience of so doing, its visits to the table would be more frequent and greater quantities of the product consumed ▶ ▶ ▶ A Phoenix Compo Cap, lithographed, is an attractive "label" for a jar of preserves, jelly or apple butter . . . the lithographed band readily identifies the product on the shelf of the grocer . . . and all commercial marks of identification are removed when the package is opened in the home of the consumer.

PHOENIX METAL CAP CO.

2444 W. SIXTEENTH ST., CHICAGO



3720 FOURTEENTH AVE., BROOKLYN

FEBRUARY 1937

MODERN PACKAGING

D. E. A. CHARLTON, EDITOR

C. A. BRESKIN, PUBLISHER

VOLUME 10

NUMBER 6

FEBRUARY, 1937



NEXT MONTH

Gentlemen: The Winners! The award entries in the Sixth All-America Package Competition will be featured together with all of the details relating to this outstanding event. Also—celebrating its tenth year of service—Modern Packaging will present a series of historical reviews showing the progress of the industry to date. Coinciding with the Seventh Packaging Conference and Exposition, the March number is a convention and birthday issue—all in one.

Color plates used in the reproduction of the Carter's Ink packages shown on the front cover of this issue were furnished through the courtesy of the Carter's Ink Company. Ink stands and caps are molded of Durez by Colt's Patent Fire Arms Manufacturing Company.



Casting Eyes Toward Casting Lines	37
By Leonard Kaye	
Sealing-In Tea Freshness	39
By Francis J. Thacker	
Export Protection for Consumer Packages	42
By W. J. Auburn	
General Store—1836 Model	45
By Etna M. Kelley	
Give Latin Americans What They Want	47
By Genell Bliss	
Million Yard Merchandising	48
Packaging Pageant	50
Ice Cream in Open Face Cartons	56
By Marcy Babbitt	
A Cosmetic Package Inspired by a Child	58
Cartons Establish a Family Name	59
Gift Ensembles for Fortunate Males	61
Plastic Boxes from Stock Molds	62
Modern Display	63
Capturing the Elusive "Third Dimension"	65
Gallery of Advertising Displays	70
The Window Display's "Little Brother"	72
Give the Paperboard Dispenser a Chance	73
By Wilbur F. Howell	
They Buy What They See	74
By M. C. Coleman	
Capitalizing the Back of the Display	76
Les Parfumes Faure on Display	79
For Your Information File	84
Plants and Personalities	86
Equipment and Materials	90
Index of Advertisers	111

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where costs *must* be low . . .

REDINGTONS ARE THE No. 1 FAVORITE



THERE'S a mighty small margin left for packaging costs on penny, nickle and even dime items. Redington realized this forty years ago when they built the *first* machine for wrapping sticks of chewing gum. And when such modern features as Cellophane wrapping and the Easy Opening Tape are added, extra costs must be kept down to an almost infinitesimal point.

That's why the American Chicle Co., Beech-Nut Packing Co., Life Savers, Inc., and many others in the chewing gum and candy fields use Redington Machines so extensively.

The first Redington for producing the old time chewing gum packages turned out 40 packages a minute. Today all Redingtons operate *much faster*—as high as 300 per minute on the Dentyne installation.

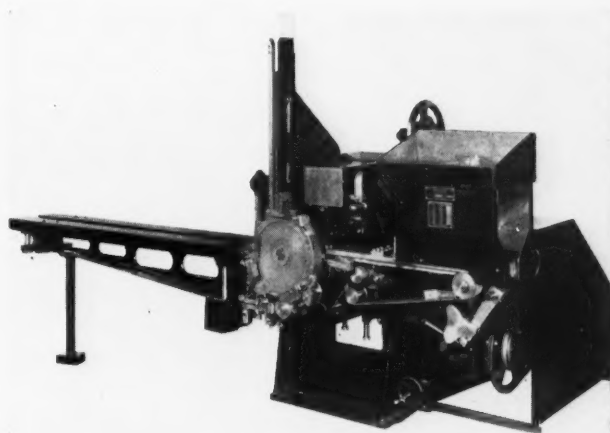
Speed is not the only thing in Redington's favor. Hermetic sealing for each package of Dentyne and Life Savers Fruit Drops was developed by our engineers...preserving the quality and widening markets for these two famous products. The Easy Opening Tape is another feature...used on Chiclets, Dentyne, U. S. Playing Cards, Pal Razor Blades and Life Savers. And the tempting Cellophane wrap of Tempters is inexpensive to produce, again because of Redington Machines.

But drug products or chewing gum, foods or candies—no matter what your problem or industry, the infallible guide is, "If It's Packaging—Try Redington First."

F. B. REDINGTON CO. (Est. 1897) 110-112 So. Sangamon St., CHICAGO, ILL.

Redington's Newest Machine Cartons "Beechies"

This is the latest high speed Continuous Loading Cartoning Machine for samples of Beechies, famous Beech-Nut Packing Co. product. The cartons are fed from a magazine, formed . . . the Beechies fed from a hopper and two of them placed in each carton . . . then both ends of the carton are closed.



REDINGTON

Packaging Machines

for CARTONING • CELLOPHANE WRAPPING • CARTON SEALING



"...but if the salt have
lost its savor."

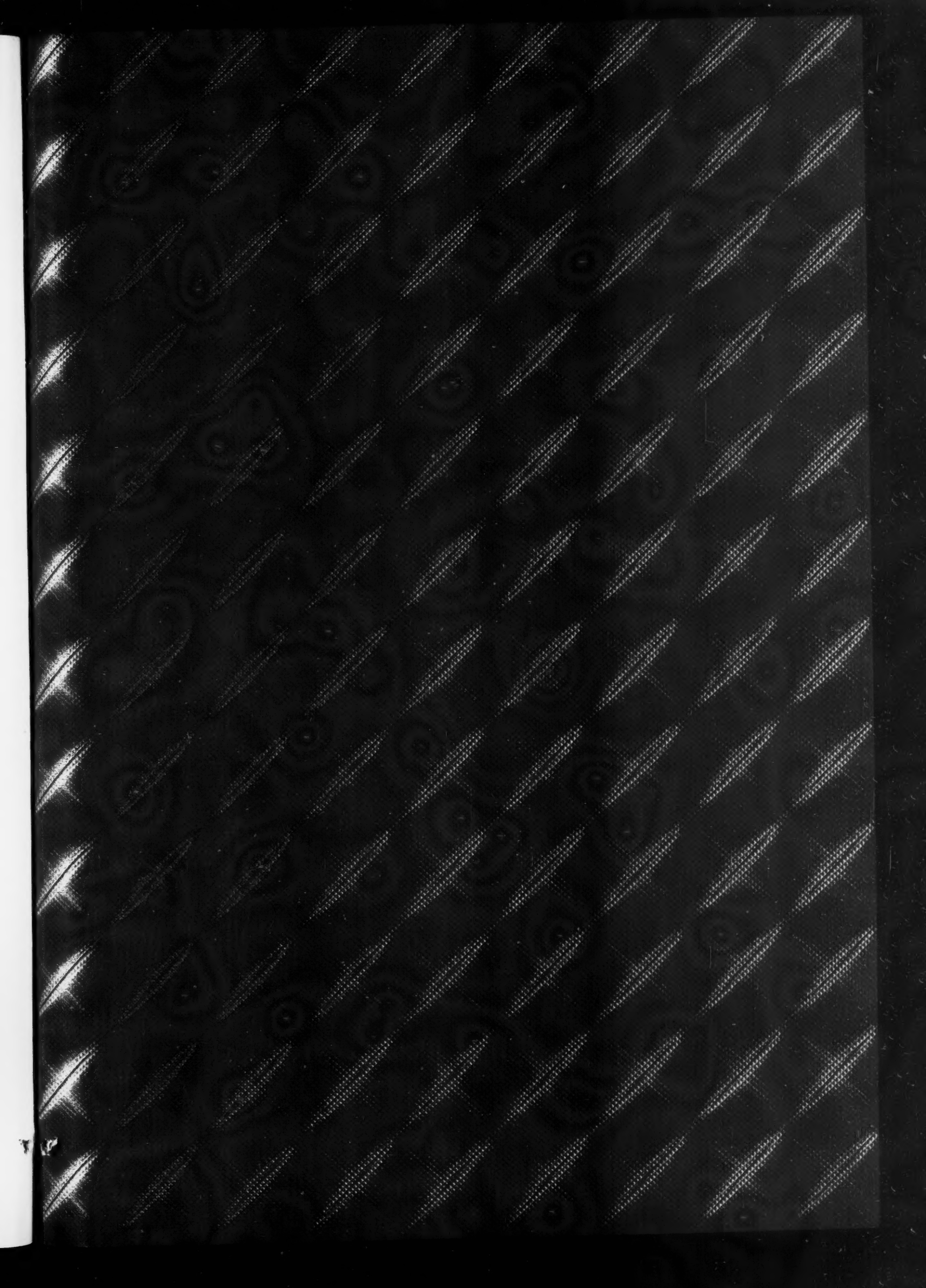
A great Teacher....an eternal truth
...."it is thenceforth good for nothing,
but to be cast out...."

For salt is flavor, and when flavor is
lost, all is lost.

Here at KVP we specialize in papers
that safeguard the flavor of food
products. Have you a food packag-
ing problem? We would like to
help you solve it.



KALAMAZOO VEGETABLE PARCHMENT CO., PARCHMENT (KALAMAZOO P. O.) MICHIGAN



MODERN PRINT I-41

EMBOSSED

Here is another attractive box paper for the set up box of distinction. The use of gold decorations in box coverings is gaining in favor and what could be more in keeping than this new Hampden creation--- Modern Print I-41.

~~USE QUICK MAIL COUPON NO. 48 ON LAST~~

Write

~~PAGE~~ and we will send you sample working sheets of our full line of various color treatments.

Hampden Glazed Paper & Card Co.-Holyoke, Mass.

*Another Leading Company
Chooses... S&S*
FILLING EQUIPMENT



S & S Automatic Duplex Filling Machine with Automatic Conveyor and Cap Pressing Device for Filling and Capping 2 Cans in one operation, at a production speed of 60 Cans per minute.

FILLING MACHINES for powders,
granular products, pastes . . .
CARTON Filling and sealing
machines . . . **ENVELOPE Filling**
and sealing machines . . .
TIGHT-WRAPPING Machines.



When E. R. Squibb & Sons, Manufacturing Chemists to the Medical Profession since 1858, decided to package Squibb Tooth Powder they chose the Stokes & Smith Automatic Duplex Filling Machine.

This machine fills two cans of the same size, or cans of two different sizes, at the same time. It also presses the caps in place and

the complete operation is performed at a production speed of sixty packages per minute. That such a distinguished firm as E. R. Squibb & Sons should choose S & S Filling Equipment is considered high tribute. Perhaps it may bear witness to the fact that there is an S & S Filling Machine suited to your requirements, whether your product be a granular, powder or paste.

SPEEDS TO SUIT YOUR NEEDS—15-30-60-120 PER MINUTE—WRITE FOR ILLUSTRATED FOLDER

STOKES & SMITH CO.

PACKAGING MACHINERY

PAPER BOX MACHINERY

Frankford, Philadelphia, U. S. A.

FEBRUARY 1937

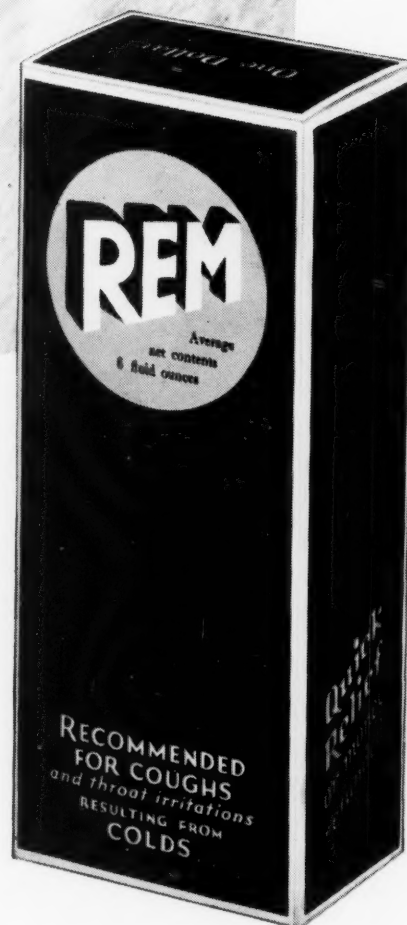


Ewing Galloway

...means MORE SALES for Your Product!

The bright flurry of snow, the flash of skis, the swift soar into space . . . have "eye appeal." So, too, does a carton made with A.C.M. Clay Coated Board . . . have "eye appeal" in windows, on the dealer's shelf and counter *where sales are made*. The brilliance, the superior printing and the extra rigidity of A.C.M. Clay Coated Cartons will give your product a decided edge over competition that will mean more business for you.

A.C.M. is prepared to completely modernize your carton in design and appearance. Phone or write for A.C.M. representative, and he will prove to you how much "eye appeal" A.C.M. Clay Coated Board will add to your product.



AMERICAN COATING MILLS, INC.

MAIN OFFICE • ELKHART, INDIANA

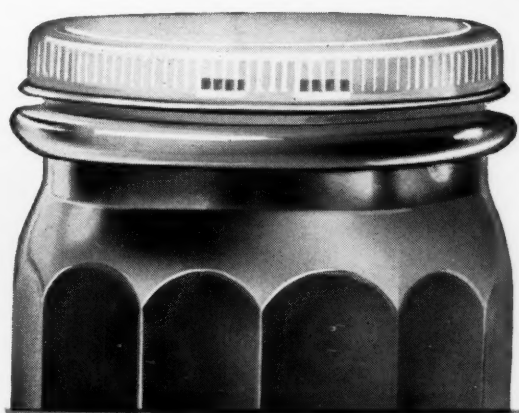
NEW YORK • 22 East 40th Street

Wrigley Building • CHICAGO

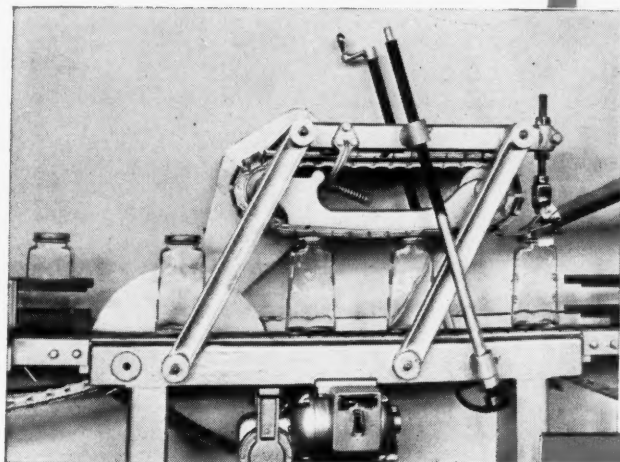


**DOUBLE
PROTECTION**

with VPO Caps



VPO Closures can be applied at any desired speed. With the CCS Inline Capping Machine, application of caps is limited only by the speed of the filling equipment. This efficient unit can be readily adapted to your present installation without radical change.



The finer your product, the more it deserves the protection of VPO Caps. For these improved, one piece vacuum caps give double security. Sealing does not depend on vacuum alone. Ingenious indentations in the rim also lock the cap firmly in place. With VPO Caps all doubt about uniform, dependable sealing is removed.

Users agree that VPO Caps are the most practical yet devised for vacuum sealing. They have style, simplicity and seal securely. They are exceptionally easy to remove . . . And they provide an excellent re-seal.

No other vacuum cap can give your product all these advantages. Samples of VPO Caps and glass will be furnished for tests without charge or obligation.

CROWN CORK & SEAL CO., BALTIMORE, MD.

World's Largest Makers of Closures for Glass Containers

CCS
Closures

BETTER SEALING FOR YOUR PRODUCT



Handicapped! Side-tracked! Products with no display value are kept here, a spot where few people go . . . that few people see. The zone of quiet! There's one in every store.

Out in FRONT, out where the sales are made. It pays to have your product here, where people can see it, ask about it, reach for it. A Package by Ritchie helps keep it here.

"Show the Ritchie Man In"

Your Ritchie salesman is a man with valuable ideas on how to keep your product OUT IN FRONT. The time you give him will be well spent. He can give you valuable facts about consumer buying habits. He has a knowledge of point-of-sale merchandising that you can use. It is *practical* knowledge, the lessons of his own close contact with dealers and consumers, plus Ritchie's 70 years of packaging experience.



WRITE FOR THIS BOOKLET. It will give you a new appreciation of modern packaging, and new ideas about point-of-sale merchandising. It discusses

clearly the important factors in modern package design, and tells you how to take advantage of Ritchie's designing facilities. It's FREE.

W. C. RITCHIE AND COMPANY 8849 BALTIMORE AVENUE CHICAGO
 NEW YORK PHILADELPHIA DETROIT MINNEAPOLIS CINCINNATI LOS ANGELES ST. LOUIS FT. WAYNE



Riegel's Diafane has blazed a new trail among transparent wrappings, for it offers unusual advantages at a saving of 40% over transparent cellulose. Consider these facts — Diafane will not show handling. It is glossy, greaseproof, and highly transparent. It may be used for hand wrapping or on any heat-sealing machine. It is available in many grades, including highly moistureproof, semi-moistureproof and non-moistureproof — all in sheets, rolls or bags of any size, either printed or plain.

*Write for
Samples*

Diafane has definitely proven its merit. It is not only being used by hundreds of bakers throughout the country, but it has also been tested and adopted by leading manufacturers in many other fields — tobacco, pharmaceuticals, cereals, candy, frozen foods, etc. Write at once for trial samples and prices. There's no obligation, of course, but please state the product to be wrapped and method of wrapping so that the proper grade may be sent you.

RIEDEL PAPER CORPORATION
342 Madison Avenue New York, N. Y.

The opposite insert is a sample of Riegel's Diafane, available in a wide variety of weights and grades.



PEOPLE WANT COWS

One of the fondest pastimes of merchandising executives is that of trying to chart the impulses and reactions of the consumer. It is a disillusioning task. Human beings deny the pat definitions alike of sales executives and psychoanalysts.

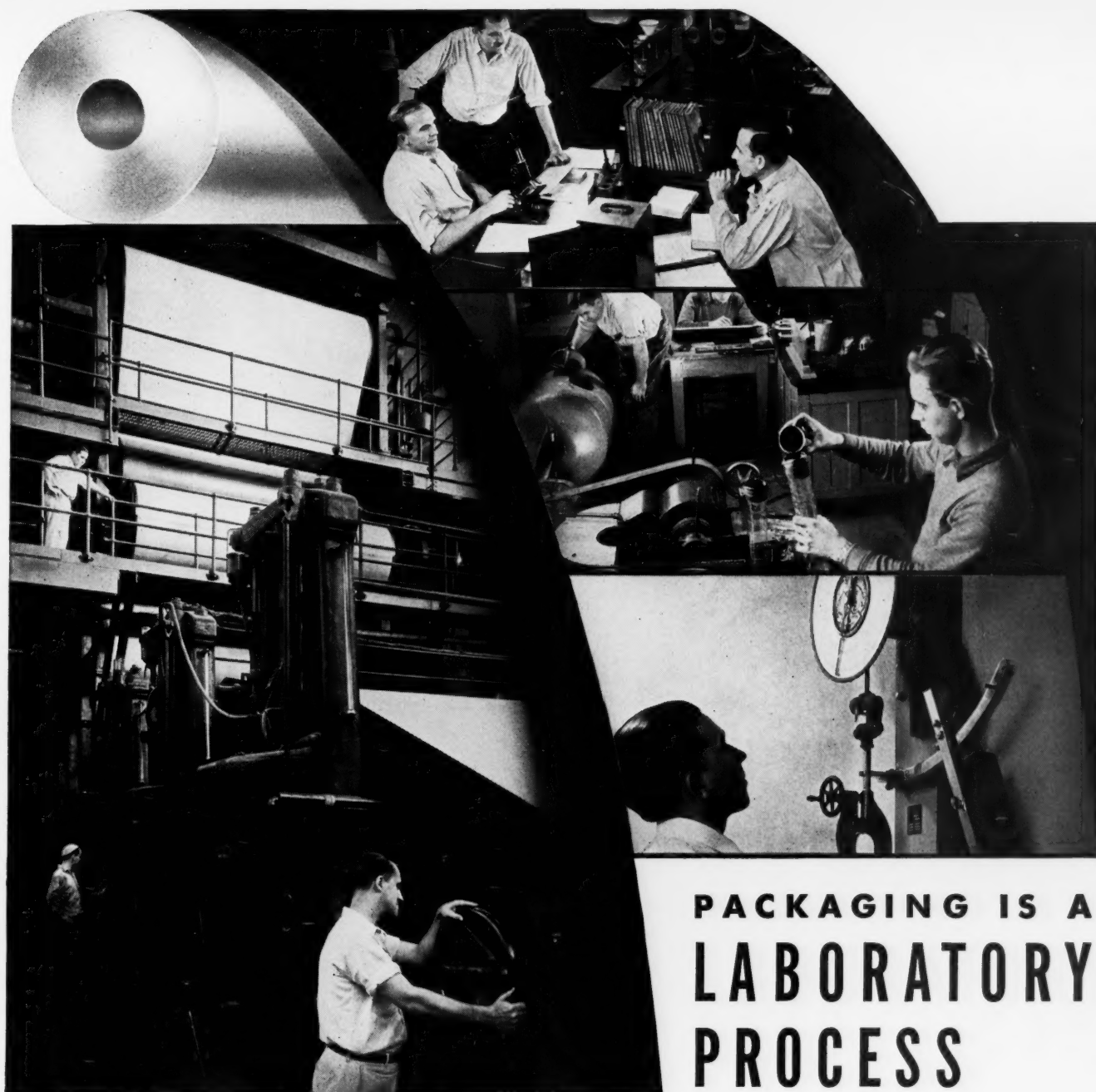
Chart this one: an Associated Press dispatch from London reports the advent of high popularity for a box of chocolates when its cover design was changed from that of a pretty girl to a cow. "We just can't sell candy boxes with pictures of pretty girls on them," reports the perplexed candy maker. "People want cows."

There will be neither reaction charts nor bovine candy boxes at the Seventh Packaging Exposition and concurrent conferences of the American Management Association. But for the shrewd merchandising executive there will be what is of far more practical value: a vast fund of merchandising ideas, of the machinery, materials, supplies and services vital to successful packaging, packing and shipping. You will find it an illuminating and profitable event.

SEVENTH PACKAGING EXPOSITION

Hotel Pennsylvania . . . New York

MARCH 23 - 26



PACKAGING IS A LABORATORY PROCESS

MILE upon mile of paperboard rolls off the driers in Container Corporation's mills every day—yet laboratory tests and scientific technique control and determine the characteristics of every inch of it.

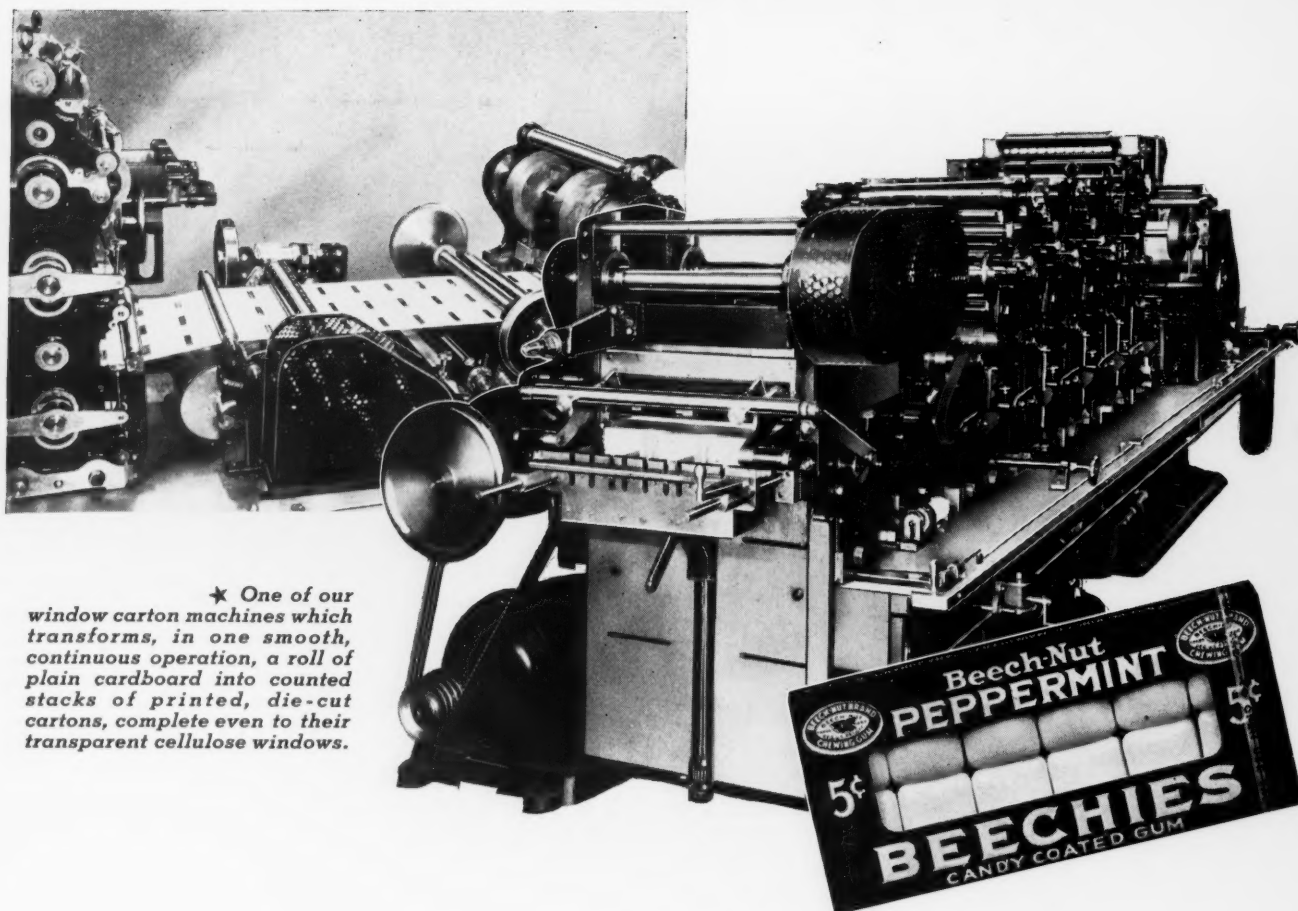
Traditional methods of manufacture and rule-of-thumb "tests" have disappeared from *Concora* plants. In their place have come laboratory-controlled production, the scientific

determination of formulae, and precision measurements of qualities. From raw material to finished containers, the laboratory rules—making it possible for *Concora* packaging to be *pre-proved* for the jobs it is to do.

Ask our representative to tell you this story in detail—to show you what laboratory-produced board can offer in structural and surface qualities.

CONTAINER CORPORATION OF AMERICA

GENERAL OFFICES: 111 WEST WASHINGTON STREET, CHICAGO, ILLINOIS
MILLS, FACTORIES AND SALES OFFICES AT STRATEGIC LOCATIONS



★ One of our window carton machines which transforms, in one smooth, continuous operation, a roll of plain cardboard into counted stacks of printed, die-cut cartons, complete even to their transparent cellulose windows.

From Cardboard to Window Carton in One Smooth Continuous Operation

Our window carton machine is something more than a printing press. In addition to producing the finest quality of multicolor printing at high speeds, it takes four or five carton-making operations and combines them in one smooth, continuous operation. A roll of plain cardboard, fed into the press at one end, emerges at the other end in the form of printed, die-cut cartons complete even to their transparent cellulose windows. Separate units, mounted in a horizontal line on the same bed, punch out the window, apply the adhesive, attach the exact amount of transparent cellulose window material, print the blank in as many colors as required, score and die-cut it, and deliver the finished cartons in neatly stacked and counted piles. Our window carton machines

are outstanding examples of the extreme flexibility of design which enables CHAMBON and CHAMPLAIN machines to perform all printing and finishing operations in one passage of the paper or board through the machine. Such economy of operations results in savings of 30% and more over previous printing and fabricating costs. For details about savings you can effect write to CHAMBON CORPORATION, GARFIELD, NEW JERSEY. If possible, submit samples and production data covering requirements.

CHAMBON
& CHAMPLAIN
ROTARY PRINTING PRESSES



keller·dorian

The

HOUSE OF QUALITY

STAINLESS METAL FOILS

"THE UTILITY LINE"
Made in America

PROTECTION PLUS EYE APPEAL KELLER-DORIAN STAINLESS METAL FOILS

represent an assortment of distinctive qualities manufactured with the skill required to produce the unusual.

KELLER-DORIAN STAINLESS METAL FOILS

are Heat-Proof, Odor-Proof, Light-Proof, Vermin-Proof, Moisture-Proof, Brilliant-Proof.

KELLER-DORIAN STAINLESS METAL FOILS

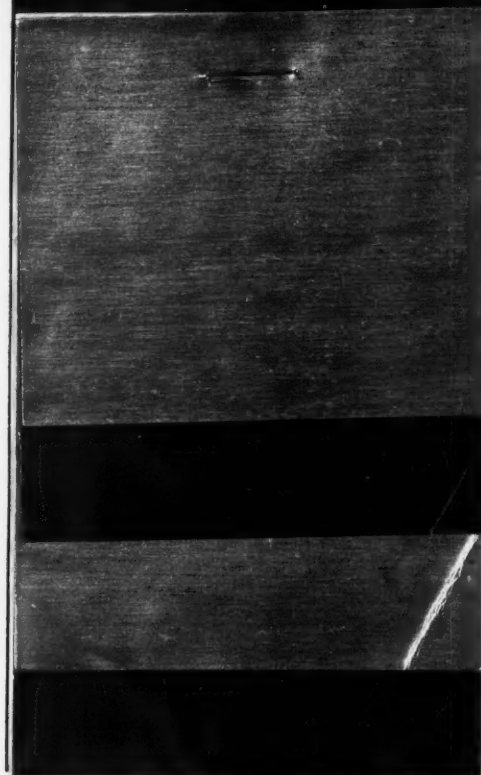
—the Practical and Economical Genuine Metal Leaf Cover, made of only the Best Quality Aluminum of Uniform Thickness.

KELLER-DORIAN STAINLESS METAL FOILS

are manufactured in Stamford, Conn. Therefore, we are prepared and thoroughly equipped for excellent delivery service.

KELLER-DORIAN STAINLESS METAL FOILS

are attractively and completely displayed in our 1937 Catalog which is at your disposal.



EMBOSSED STAINLESS METAL FOILS

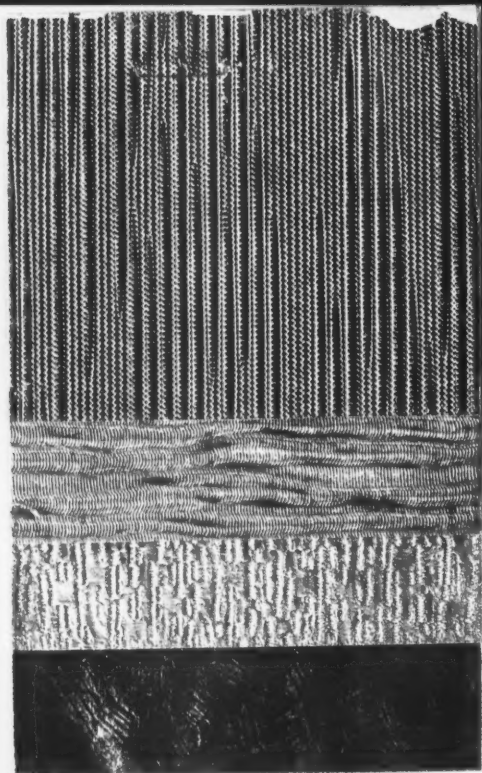
"THE UTILITY LINE"
Made in America

The unique creations created entirely by Keller-Dorian, together with the full assortment of delicate pastel shades and darker hues of foil colors, make 1937 EMBOSSED STAINLESS METAL FOILS the most outstanding and complete embossed line on the market.

KELLER-DORIAN EMBOSSED STAINLESS METAL FOILS command attention—not merely passing fancy.

The widespread demand for our unusual Embossed Foils conclusively demonstrates their popularity.

Our full and complete line of EMBOSSED STAINLESS METAL FOILS is also included in our unusual 1937 Catalog.



KELLER-DORIAN PAPER CO., INC.
390 FOURTH AVENUE, NEW YORK, N. Y.

VELOURS

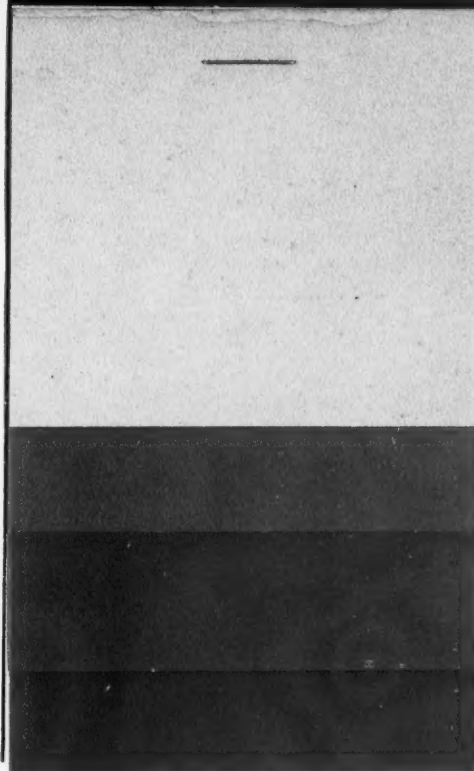
YEAR AFTER YEAR, BOXES COVERED WITH KELLER-DORIAN VELOURS ARE SELECTED BY THE JUDGES OF THE ALL-AMERICA PACKAGE COMPETITION.

Exquisite colors only obtainable in KELLER-DORIAN'S VELOURS, together with their outstanding working qualities, merit the commendation bestowed on them by these awards.

This inevitable recognition again demonstrates the superiority of materials and workmanship utilized in their manufacture and spells the success attained since Keller-Dorian originally invented this particular type of paper.

Our new designs created by Keller-Dorian especially for Velour Papers further enhance the beauty of KELLER-DORIAN VELOURS.

Our 1937 Velour Catalog containing our full range of colors, together with our new designs, is available upon request.



CONTINENTAL GLOSS

Made in America

CONTINENTAL GLOSS comes to you in many colors and designs. The soft luxurious effects shown in our 1937 Continental Gloss Catalog will lend to your

BOXES

CARDS

CATALOGS

DISPLAYS

Beauty and Character.

CONTINENTAL GLOSS will meet with the approval of your most exacting customers.

SMART, PRACTICAL AND ECONOMICAL.

Our 1937 CONTINENTAL GLOSS Catalog is available upon request.

KELLER-DORIAN PAPER CO., INC.
390 FOURTH AVENUE, NEW YORK, N. Y.

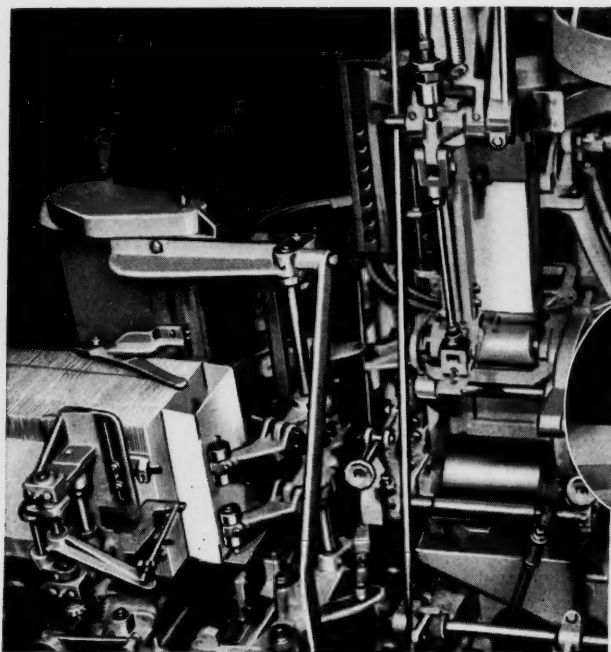
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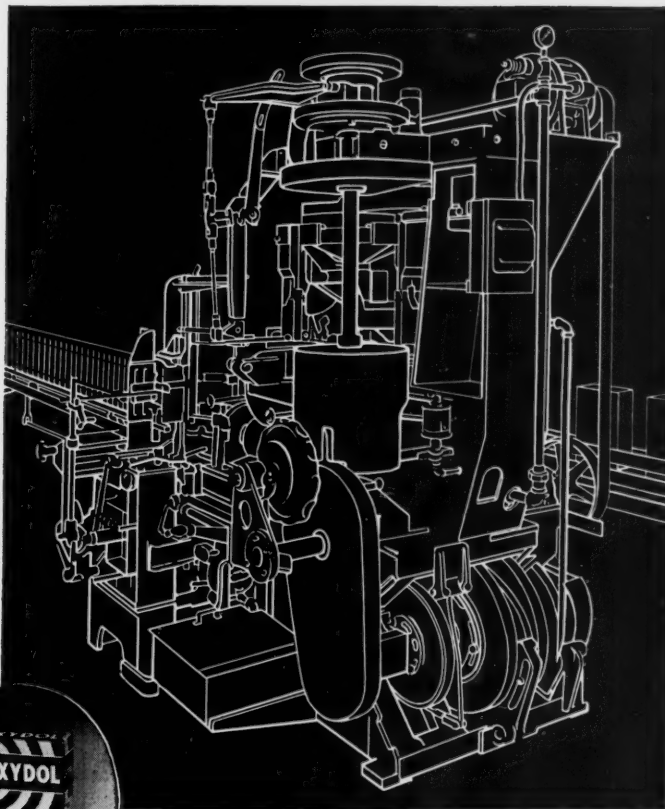
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- PAPER SALES LIMITED, 1070 Bleury Street, Montreal, Canada

"Sure-fire" squaring of cartons!



Pneumatic's block system of bottom sealing applies a ton of pressure to the glued flaps at the third block station, making certain of a "100% tight" seal. By the time the carton reaches this block it has already been shaped twice. Thus Pneumatic makes doubly certain of "sure-fire" squaring and sealing.



Found only on Pneumatic Machines

Pneumatic's improved design provides a more positive, more accurate "squaring" as well as sealing on its high speed Carton Feeder, Bottom Sealer. The carton feeder opens the cartons one at a time, breaks each one down in the opposite direction and feeds it to the first block on the bottom sealer.

This breaking down operation insures absolutely square cartons. The mechanical, double "opening knife" which trips one carton at a time from the magazine also tests the strength of each carton, detects defective cartons and stops the machine. If trouble develops at any unit along the line a jam is prevented by a control which stops the knife from entering the stack at all.

Bulletins 1 & 4—will give you complete facts. Write for them.

PNEUMATIC SCALE CORPORATION, LTD., 71 Newport Ave., Quincy, Mass. (Norfolk Downs Station)
Branch Offices in New York; Chicago; San Francisco; Los Angeles; Leeds, England; Paris; Melbourne; Sydney, N. S. W.; Wellington; and Buenos Aires



PNEUMATIC SCALE

★ ★ ★ ***Packaging Machinery*** ★ ★ ★

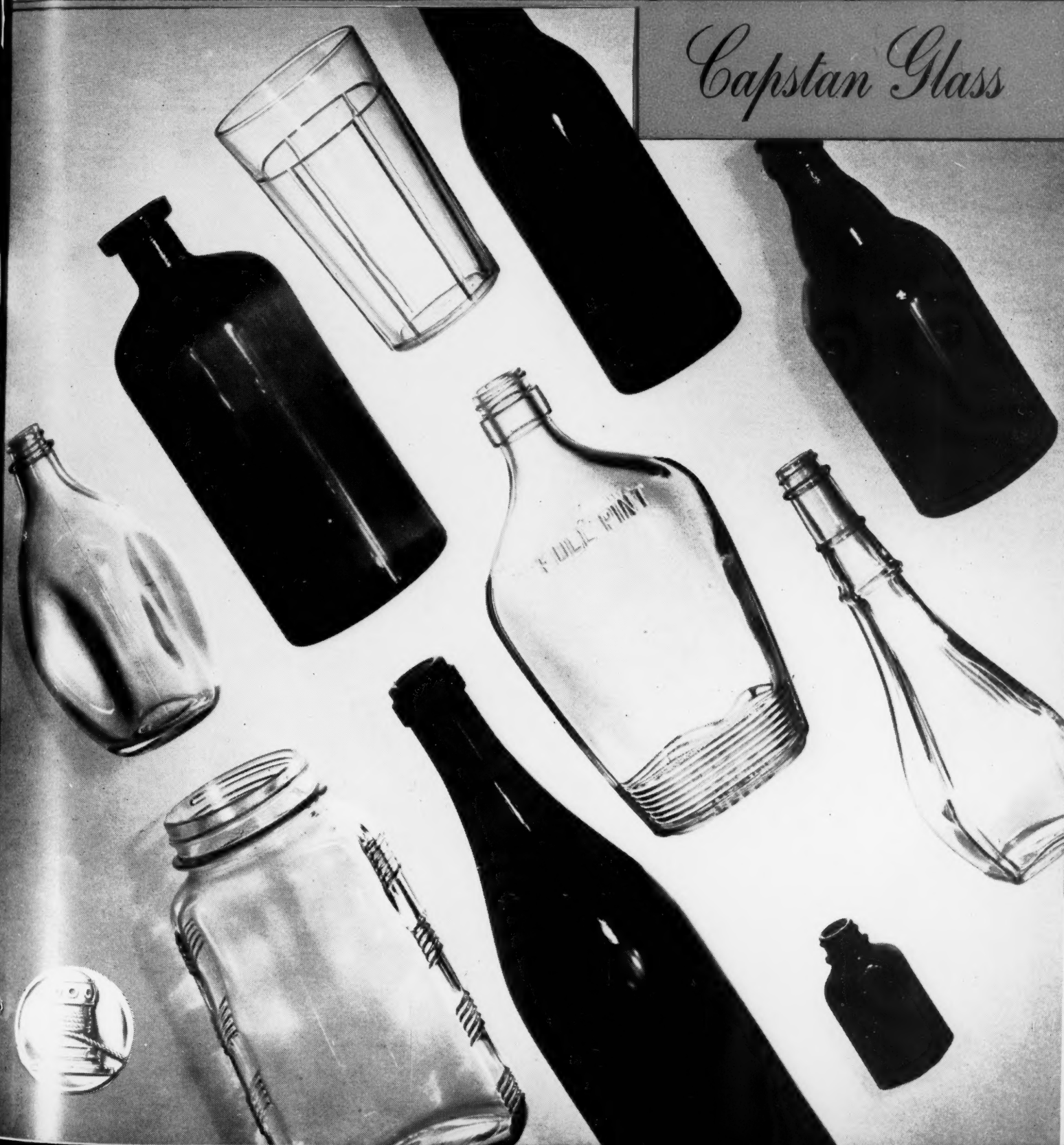


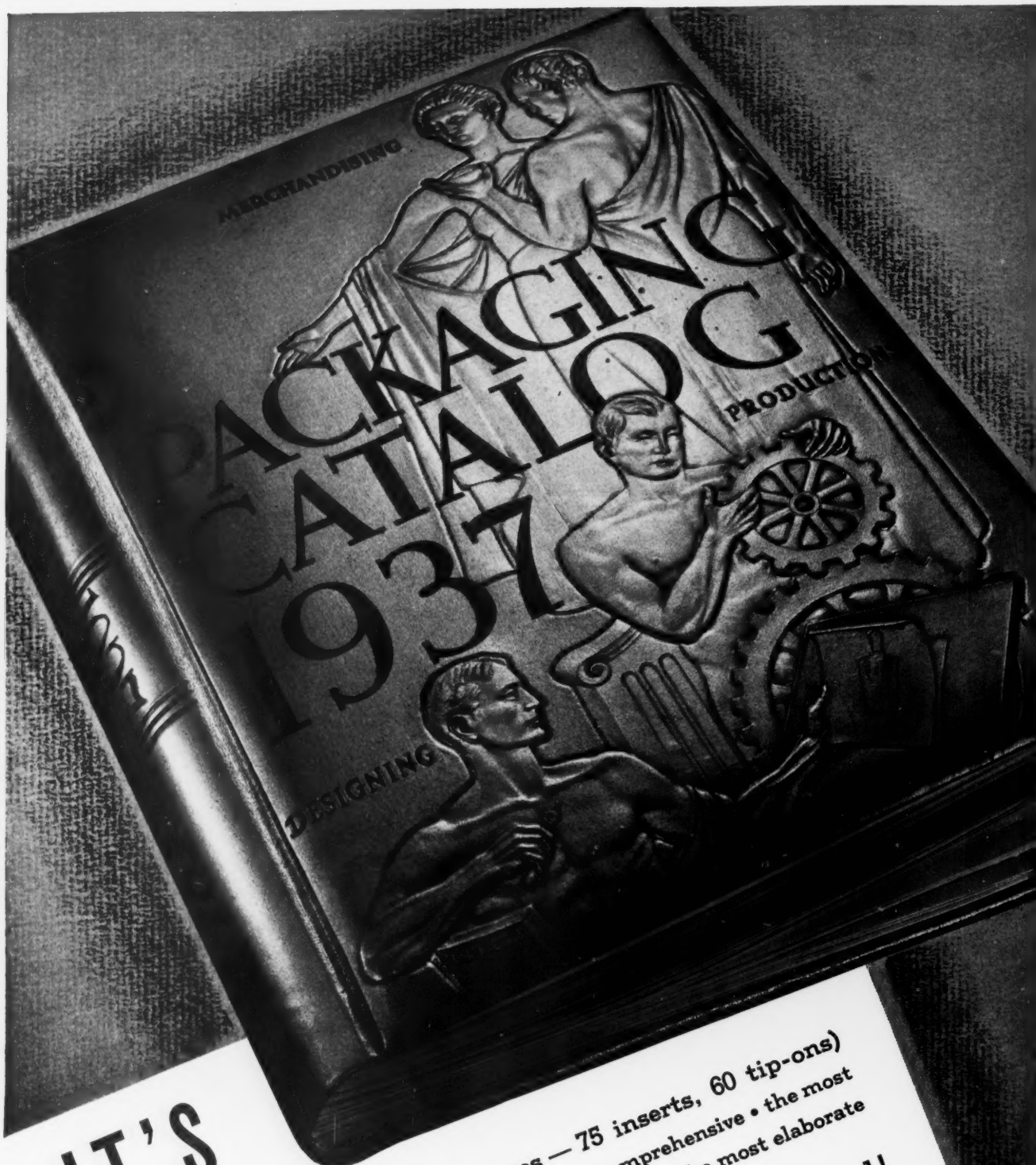
Anchor Caps

WHETHER you use only one style of closure or several, a thousand caps or millions, there are real advantages in buying from Anchor. The number of Anchor types and styles of caps may not seem of special importance to you . . . yet the mere fact that there is an Anchor Cap for practically every glass-packed product with every sort of physical characteristic, chemical reaction and degree of perishability makes it possible for us to suggest the exact closure best fitted to your needs. It likewise gives you the benefit of our more than quarter century of experience, our intimate contact with all types of sealing, capping and production problems. As a result of constant research and study in Anchor's laboratories and engineering departments, many exclusive features and refinements in our caps have been developed as well as improvements in methods of manufacture. No matter what product you now pack or closure you now use, have the Anchor representative check over your packages and methods of production. He may be able to suggest some improvement in sealing efficiency, in design or in economy. ANCHOR CAP & CLOSURE CORPORATION, Long Island City, New York; Toronto, Canada. Branch offices in all principal cities.

AS INDIVIDUALIZED as these glass containers are in design, they are still as like as peas in a pod . . . in quality. Every one of the thousands of items in the Capstan line—bottles, jars and tumblers for foods, drugs, wines, liquors, beer, toiletries and other glass-packed products—is made under the same ideal conditions of manufacture. The modern Capstan plant is equipped with the latest types of automatic machinery to turn out fine glassware. The electric annealing ovens, which are standard with Capstan, make for uniformity, strength and resistance in the glassware. Capstan's experienced glass makers thoroughly understand the need for exactness in every step of the manufacturing processes, for strict specifications of raw materials, for rigid standards of inspection . . . for care all along the line. The result is that Capstan customers invariably get the kind of glassware that is a credit to the product they pack, so clear and clean and sparkling that the containers themselves add sales appeal to the package. The next time you are in need of glass containers, consult with Capstan on your requirements. CAPSTAN GLASS COMPANY, Connellsville, Pa. Associate Company: SALEM GLASS WORKS. Branch offices in all principal cities.

Capstan Glass





**IT'S
OUT**

the largest (468 pages — 75 inserts, 60 tip-ons)
the most complete • the most comprehensive • the most
colorful • the most "sampleful" • the most elaborate

PACKAGING CATALOG ever issued!
Breskin & Charlton Publishing Corporation
425 Fourth Avenue New York City

Blue

FOR GOOD LOOKS

Good Looks

FOR SALES



Blue

MARYLAND

BOTTLES



NOW THAT I'M
DRESSED IN BLUE—
EVERYBODY SEEMS TO
WANT ME. THERE'S A
CUSTOMER EYEING ME
NOW...THE CLERK IS
REACHING FOR ME...
I MUST GO!

WHAT CHANCE HAVE WE
GOT WITH THAT HAND-
SOME BLUE BOTTLE!
HE LOOKS SMART AND
MODERN! PEOPLE LIKE
GOOD LOOKS--EVEN
IN A BOTTLE!

Pack your Product in Blue

BLUE gives distinctive appearance and better display . . . BLUE makes
your product smarter—more modern . . . BLUE distinguishes your
product in the home and helps to insure repeat sales . . . BLUE makes
your product look as good as you know it to be.

WRITE FOR SAMPLES: Please tell us the nature of your product
and the sizes in which it is packed. Maryland Glass Cor-
poration, Baltimore, Maryland New York Representative: 270
Broadway, New York City Pacific Coast Representative:
Owens-Illinois Pacific Coast Company, San Francisco, Cal

Blue

MARYLAND

BOTTLES

MARYLAND GREEN TINT AND FLINT BOTTLES ARE OF THE SAME HIGH QUALITY AS MARYLAND BLUE

"CLOTHES" Make The Woman

*... and
sell the
product!*

Smart, attractive "clothes" make your product stand out above competition • give it shelf-expression. NATIONAL CAN'S design department works on the same theory as the smartest women shoppers themselves. Women realize that good appearance is a big asset, and respond to good styling in products at the grocer's or the druggist's just as much as in the dress shop.

● Put your product in a "NATIONAL" metal package, and you give it an attractiveness that works on a woman's style sense. She parts with her money more quickly. She will prefer your well dressed product to its more commonplace competitor.

● Call in "NATIONAL". We'll help you present your product at its *fashion* best. You will be pleased with the ideas, the ingenuity, and quality of "product dress" we can put at your disposal. Inquiries cost nothing • may yield much!



NATIONAL

NATIONAL CAN COMPANY • EXECUTIVE OFFICES • 110 EAST 42nd STREET • NEW YORK CITY
Sales Offices and Plants • NEW YORK CITY • BALTIMORE • BROOKLYN • CHICAGO • BOSTON • DETROIT • HAMILTON, OHIO

FEBRUARY 1937

17



*For reproducing hats and shoes
And beauty creams and dresses,
The magazines of fashion news
Print on Kidder "3 Point" Presses.*

We mention it because there's no difference — except design and cost — between the huge sheet rotaries that turn out many of the pages of magazines like *Vogue* . . . and the multi-color Kidder rotaries that leading converters use for high-speed wrapper printing.

The engineering is the same — a Kidder wrapper press has to be as good for printing candy bars as the sheet rotary is for reproducing Steichen photographs. That's why *all* Kidder Presses are called "3 Point" Presses — the same easily-regulated ink distribution . . . the same control over the paper . . . the same accuracy of impression. That's why not only *VOGUE* and *HARPER'S BAZAAR* and *FORTUNE* and many others are printed (at least in part) on Kidder Presses . . . but also 90% of all wax bread wrappers, 60% of all vegetable parchment and 20% of all transparent cellulose.

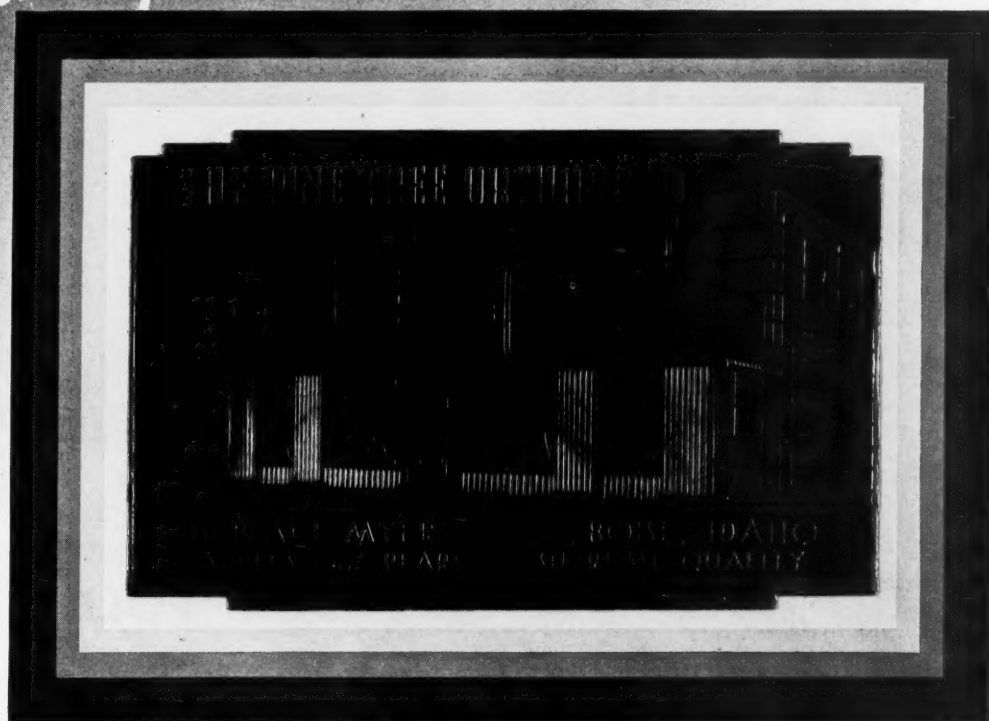
There are small roll-to-roll rotaries for short runs of 2 or 3 colors . . . big ones, like the special 6-color "arc-type" (plate cylinders grouped around one impression cylinder) running 500 to 700 feet a minute. There's a 3-color offset press with a single impression cylinder. There are many sizes of All-Size Adjustables, with certain models capable of turning out up to 50,000 printed wrapper sheets an hour. So —

Send it to **KIDDER**



. . . when you have a requirement for higher-production, higher-profit printing equipment. Standard machines for printing wrappers, cartons labels. Bronzers. Address U.P.M.-Kidder Press Co., main office at Dover, N. H., or call the New York, Chicago, or Toronto office. On the Pacific Coast: Harry W. Brintnall Co. 6905

Give the Product
added "LUSTRE"
with a Stanley Label of Distinction



● A Stanley Label of Real Metal confers a special "brilliance of character" upon the product it adorns. It gives something more than compelling eye-appeal—attracting favorable attention to your package on dealer's counter or shelf. A colorful Stanley creation, beautifully and cleanly embossed in real metal, makes an instant and deep impression of value.

The use of Stanley Labels, either the deeply embossed bronze finish type—or of gold or silver foil in contrasting colors—is entirely *practical* for merchandise of all kinds. Their cost is surprisingly modest. See for yourself. Send today for interesting sample assortment. **THE STANLEY MFG. CO.**, Dayton, Ohio. **NEW YORK:** Room 913, 200 Fifth Ave. **CHICAGO:** 714 Westminister Bldg., 110 S. Dearborn St.

THE STANLEY MFG. CO.
Dept. M-2, Dayton, Ohio

Please send us samples showing designs, color combinations, and finishes available in Stanley Labels.

Name

Address

City

STANLEY
Metallic Seals and Labels



FOLDING BOXES OF UNUSUAL REFINEMENT

Packaging Charm is by no means limited to set-up and hand-made boxes. Here, for example, are Folding Boxes of unusual refinement which, in design and construction, have proven most effective, economical and satisfactory in the packaging of toiletries by Spooner, Inc. Particularly noteworthy is the solid lay of cream ink, varnished to give a high brilliance. Yes, whether your preference is for Set-Up, Hand-Made or Folding Boxes, Warnercraft Packaging deserves your consideration.

WARNERCRAFT
THE FINEST WORD IN PACKAGING

SET-UP BOXES
FOLDING BOXES
DESIGNING SERVICE

T H E W A R N E R B R O T H E R S C O M P A N Y

BRIDGEPORT : : : : CONNECTICUT
200 MADISON AVE. NEW YORK ASHLAND 4-1195



It's *momentum* that counts!

In competitive selling—in winning new markets and wider acceptance for packaged articles—momentum is the magic factor that carries one product far beyond the rest.

Designed solely for the packaging demands of utility, flexibility of purpose, and attractiveness of make-up, Kimble Glass Vials are the modern champions of speed, convenience, and popularity in packaging and selling drugs, pharmaceuticals, proprietaries, perfumes and kindred products. These colorfully closed, sparkling crystal "pocket-size" containers have established remarkable records for building maximum sales momentum and consumer preference in minimum time.

Kimble Vials are retempered and strain-free. They lend themselves ideally to practically every demand of today's sampling and packaging problems. Consult Kimble first—and your container question is answered, quickly and profitably.



DON'T FORGET the 12th Annual Drug, Chemical and Allied Trades Banquet, March 4, 1937, Waldorf-Astoria, N.Y.C.



• • • *The Visible Guarantee of Invisible Quality* • • •

KIMBLE GLASS COMPANY VINELAND, N. J.

NEW YORK • CHICAGO • PHILADELPHIA • DETROIT • BOSTON

GIVE YOUR PACKAGE
THE
sales allure
OF A
DECORATIVE CLOSURE

PACKAGES topped with colorful Armstrong's Metal Caps or Jar Covers have a decided competitive advantage that helps increase sales. On the Jean Nolan packages illustrated at the right, Armstrong's Double-Shell Jar Covers, lithographed in orange with the trade-mark in black, harmonize perfectly with other units of the package. The effect combines outstanding display value, quality, and charm.

Armstrong's Metal Caps and Jar Covers are available in a wide range of colors in both single- and double-shell types. Either type may be specially lithographed at small additional cost, with your private design or trade-mark. In addition to beauty, these caps provide a secure seal for your product and are easy to remove and replace.

Armstrong's Closures also include: Artmold (molded plastic) Caps, Corks of all types, and Crown Caps. As secondary closures, Armstrong sells du Pont "Cel-O-Seal" caps and bands. For complete information send for the illustrated booklet "Better Seals for Better Sales."

Armstrong Cork Products Co., Closure Div., 916 Arch Street, Lancaster, Penna.



THERE'S AN ARMSTRONG CLOSURE FOR EVERY SEALING NEED



Armstrong's
METAL CAPS

RIBBONETTE SPOTLIGHTS YOUR PRODUCT



The addition of a colorful Ribbonette tie to many a package has pulled it out of the ordinary into the spotlight of consumer interest. Among the infinite variety of widths, colors, patterns and tones available in Ribbonette, you will find one or more peculiarly suited to express the quality of your product . . . to earn the added display space and added attention that spell extra sales.

Send for additional samples. Or, better yet, send us your package or packages. We will return them to you, tied with appropriate types of Ribbonette.

CHICAGO PRINTED STRING CO.
2319 LOGAN BLVD., CHICAGO, ILL. 55 W. 42nd ST., NEW YORK

SUCCESSFUL



The CHAMPAGNE CHEST shown above measures 13" × 8" × 4", a durable, beautiful, and desirable AFTER-USE container—designed and produced by Smithcrafters.

GIFT PACKAGING by SMITHCRAFT

Beautiful, appealing, distinctive—yet thoroly practical containers—containers that imply **QUALITY** and **VALUE**—containers that have proven their ability to *boost sales* of many diversified products—from razor blades to Champagne—that's the story of **SMITHCRAFT**.

Let us tell you more of that story, particularly as it relates to your product. No matter what that product, whether you have had a gift package or are just thinking about one now—you will find it of advantage to investigate **SMITHCRAFT**. Write now. *It is none too early to begin thinking of GIFT PACKAGING.*

See our advertisement in the 1937 Packaging Catalogue. We will also exhibit at the Packaging Exposition, New York, March 23 to 26, 1937.

THE S. K. SMITH COMPANY
2857 NORTH WESTERN AVENUE CHICAGO, ILLINOIS
New York Office, 52 Vanderbilt Ave.—MUrrayhill 2-8290

TOPPED *with* SYLPHSEALS

(Reg. U. S. Pat. Off.)



SYLPHSEAL Caps protect the closures on these distinctively styled packages and lend an artistic touch of color harmony.

This method of using SYLPHSEALS for protecting and beautifying closures on jars of food products sets a new and higher standard of packaging.

SYLPHSEALS are made in many types and in colors to harmonize with packages.

Manufactured by

SYLVANIA INDUSTRIAL CORPORATION

Works: Fredericksburg, Va.

Executive and Sales Offices:

122 East 42nd Street, N. Y.

BRANCH SALES OFFICES

120 Marietta Street, Atlanta, Ga.
201 Devonshire Street, Boston, Mass.
427 West Randolph Street, Chicago, Ill.
260 South Broad Street, Philadelphia, Pa.
809 Santa Fe Building, Dallas, Tex.

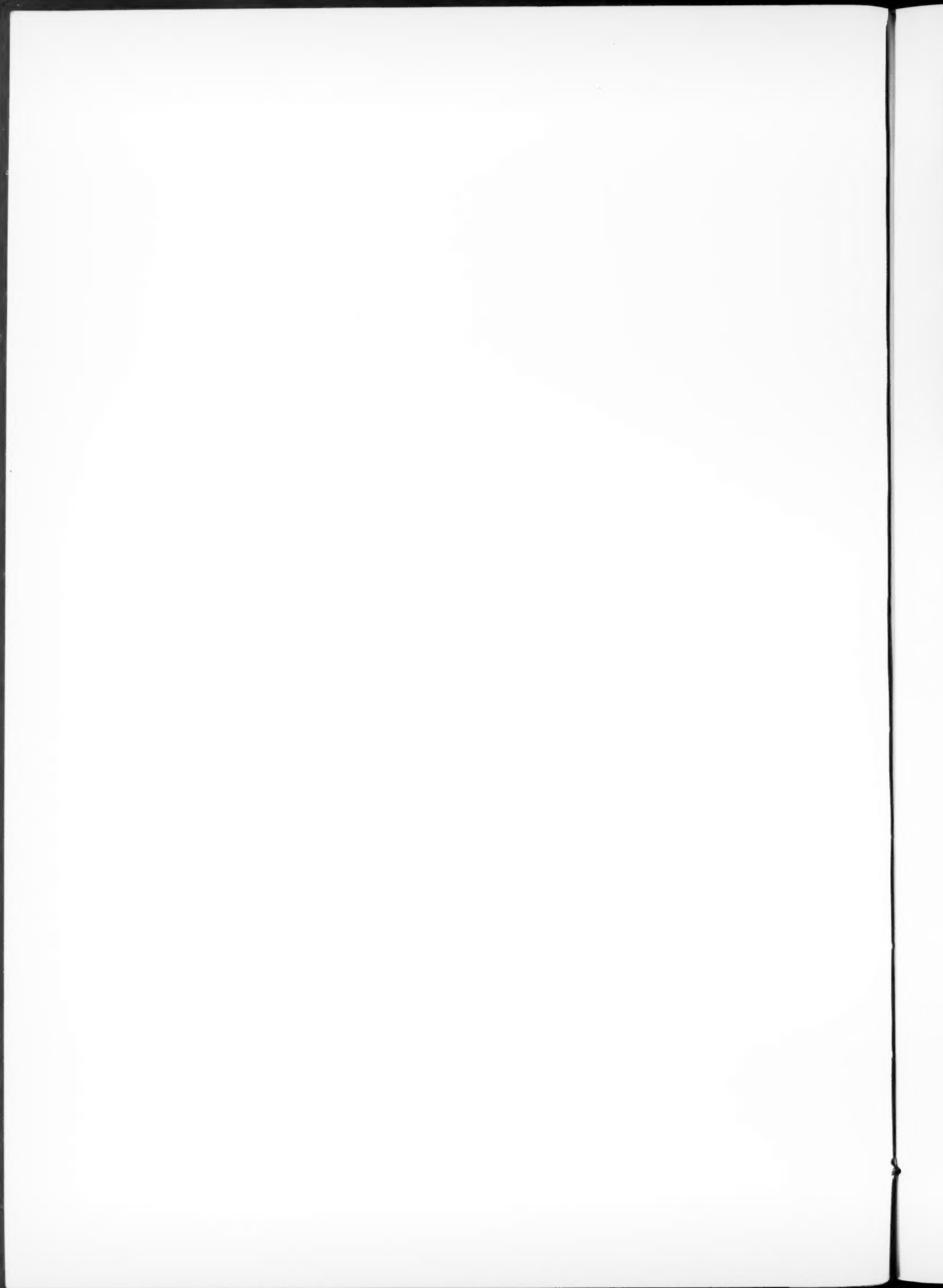


PACIFIC COAST

Blake, Moffitt & Towne
Offices and Warehouses in Principal Cities

CANADA

Victoria Paper and Twine Co., Ltd.
Toronto and Montreal





A few of the many USERS of PETERS packaging machines

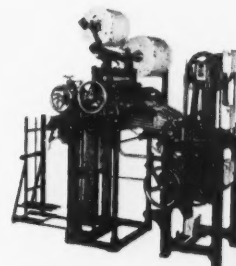
Low Production Cost

The problem of producing the most attractive, saleable, and efficient package for all types of products is continually confronting organizations both large and small.

After these essential qualities for success are obtained, the next step is to produce the package as rapidly as possible at the lowest cost.

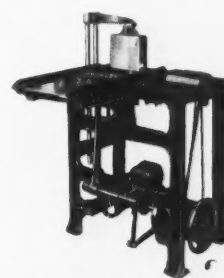
These facts were all taken into account when designing our packaging machines and for this reason they produce FORMED, LINED, FOLDED and CLOSED cartons at tremendous speeds, low cost, and most efficiently.

If you have a product you desire to package automatically at high speeds, call or write us and let our designers submit a package to you for your approval.



SENIOR Forming and Lining Machine equipped with Automatic Carton and Liner Feeding Device

*Production—55 to 60 cartons per min.
Operators—None*



JUNIOR Forming and Lining Machine

*Production—35 to 40 cartons per min.
Operators—One
Adjustable for wide range of sizes*



PETERS MACHINERY CO.

4700 Ravenswood Avenue, Chicago, Illinois

Make these delicious candies!

**"Dot's Goot Chocolate," and that's
a Swell Display Container, too.**

BAKER'S Dot
CHOCOLATE
TEAR OFF A RECIPE

**FREE
CANDY
BO**

MAIL COUPON ON BACK

FOUR color process, well handled, raises this display carton
to the peak of Hands-Across-the-Counter-Appeal! RIDGELO
Clay Coated Boxboard gives the reproduction snap, cleanness,
life—helps it to sell more merchandise. Compare your cartons or
displays on RIDGELO, and you'll say, too,
that it makes every design look its best!

Ridgelo
CLAY COATED

MADE AT RIDGEFIELD, N. J. BY LOWE PAPER COMPANY

RIDGELO—"THE BEST KNOWN NAME IN BOXBOARD"

Representatives: W. P. Bennett & Son, Toronto • E. C. Collins, Baltimore • MacSim Bar Paper Co., Chicago
A. E. Kellogg, St. Louis • Pacific Coast Distributors: Blake, Moffitt & Towne • Zellerbach Paper Co.

VICTOR ALUMINUM TUBES

Mr. Temple Speaking

(The first of a series of talks on Aluminum tubes)

THEY GET IT IN THE NECK

WHY do you suppose so many caps will not fit on to the tube before the consumer has used up the contents? I'll tell you.

Where the neck of the tube is unable to withstand the many pressures resulting from squeezing out the material, it soon becomes forced out of round. These pressures which so affect many other tubes, have little or no effect on the neck of a Victor Aluminum tube.

By our own process of manufacturing, we are able to keep the necks of our aluminum tubes rigid so that they hold their original shape regardless of the distortion of the tube through continued squeezing. Because of this feature, the cap will always fit easily to the thread.



Mr. George Temple,
Superintendent of
Victor Metal Products
Corp'n. He knows tubes
"from cap to clip."

There are other advantages to Victor Aluminum tubes. They are lighter in weight. The tube walls are soft and easily rollable. They can stand rough handling. I shall tell you more in my next talk. Meanwhile, let me suggest that before you place another order for tubes, ask us to quote on our Victor Aluminum tubes and to send you samples along with the quotation.

Mr. Temple's next subject will be "Merrily We Roll Along." Watch for it.

Where your product is such that you must use a tin tube, or where a tin coated lead tube will serve your purpose, let us quote you on these grades.

VICTOR METAL PRODUCTS
CORPORATION
196 Diamond St. Brooklyn, N. Y.

FEBRUARY 1937 27

FOR EVERY TYPE OF PRODUCT



KITS—Cutex took advantage of Durez' design possibilities and created one of the most outstanding nail polish packages in recent years. The kit is light in weight, pleasant to touch. The finish is permanently sleek and lustrous, will never scratch, dent or peel.



POWDER BOX—A sleek, lustrous Durez powder box is sift-proof and reduces odor loss found in packages made of more porous materials. Women like it better than conventional boxes because it is *permanently* attractive.



IMPULSE ITEM—Another nail polish manufacturer capitalizes on Durez' lustrous beauty. La Vall's new Beauty Ball is molded of scarlet Durez and has the impulse appeal that is so important in selling highly competitive products. Harmonizing scarlet Durez closures are used on the bottles.

there's a profitable use for DUREZ!

As the photographs on this page show, there is practically no limit to the number of applications of Durez to packaging. Durez packages have a smooth, "quality" look which appeals to people . . . which makes the product itself seem more desirable. In short . . . they *sell*.

Durez molded pieces have a shiny, lustrous finish that will never dent, scratch or peel. Alcohol and most common chemicals will not affect Durez in any way. It is light in weight—reducing shipping costs—yet structurally strong.

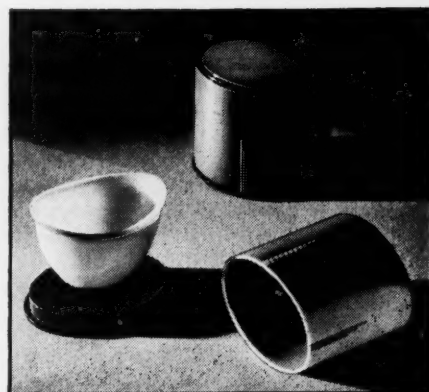
If you would like to know more about the possibilities of improving your packages with Durez, we'd be glad to send you more complete information, and to put our test laboratories at your disposal. Just write General Plastics, Inc., 122 Walck Road, North Tonawanda, N. Y.

DUREZ

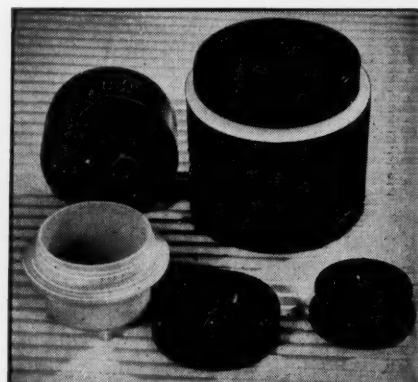
THE MODERN PACKAGING MATERIAL



PACKAGE WITH PERMANENT USE—This Durez razor box will swing many a sale for the razor. Old-blade receptacle, new-blade package and the razor itself all fit into their neat niches. Soapy hands and wetting won't hurt it a bit. Other toilet articles can be packed the same neat, attractive way.



FIRST EYECUP EVER TO BE PACKAGED—Molded of Durez with a colored plastic top, this eyecup is sanitary, light in weight, will not chip or rust, and is so strong it can be dropped on the basin or floor without any damage.



CREAM JARS—Dermalure creams are now packed in three-piece Durez jars that weigh up to 60% less than conventional jars. They are inert to the creams, and the lids screw on and off with a mere flick of the fingers. Name and trade-marks are molded in top and sides.



AMPOULE CONTAINER—Minimax procaine ampoules are now packed in attractive Durez tumblers, with a vacuum sealed cap. The container is sleek and beautiful, pleasant to touch, never shows signs of wear. After the ampoules are used the tumbler becomes a handy drinking cup or a receptacle for odds and ends.

See us at the Packaging Exposition, March 23 to 26, Hotel Pennsylvania, New York City.

Aluminum Foils

Bags, Metal

Boxboard, Metal

Box Coverings, Metal

Caps, Bottle

Cards, Merchandise

Cartrons, Metal

Closures, Bottle

Covers, Metal

Covers, Metal

Covers, Metal

Covers, Metal

Covers, Metal

Covers, Metal

Covers, Metal

Covers, Metal

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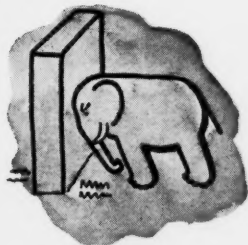
Covers, Metal

Covers, Metal

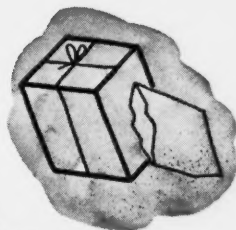
What is a MODERN PACKAGE



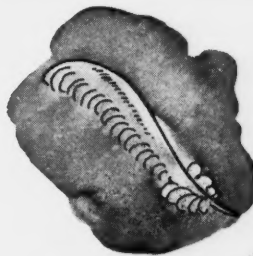
EASY TO USE
—the quickest,
easiest package
to open—fill and
seal.



DURABLE
—stands up under
hardest usage.



SMALL
—folds flat—re-
quires an absolute
minimum of space.



LIGHT
—they don't come
any lighter.



ATTRACTIVE
—can be as beauti-
ful as you choose.



LOW COST
—no waste of
material, time or
space in manu-
facture nor in
shipment to you.

A modern package is a container—easy to use—durable—small in bulk—light in weight—attractive in appearance—and low in cost. Paper Bags are the most modern packages in existence. They have every qualification. Other types of packages have some or many of these qualifications—but not one has all of them in the same degree that the Paper bag has.

Equitable manufactures nothing but modern packages.

Manufacturers are invited to consult with our Packaging Department without charge. This valuable service is offered *free* because of our confidence that a high percentage of manufacturers will adopt paper bags.

If it is found after careful study that your product can be packaged in a bag, it means that a substantial amount of your money can be saved.

For a free consultation—on modern packaging—write or phone us—PUlaski 5-7600. An appointment will be arranged at your convenience.

EQUITABLE

325 MESEROLE ST. **PAPER BAG COMPANY, Inc.** BROOKLYN, N. Y.



Speaking FOR THE LADIES...

"The home maker appreciates a container that's useful...one that's convenient to open and to close again after the seal is broken."

EDNA VAN HORN
Assistant Editor
Better Homes & Gardens

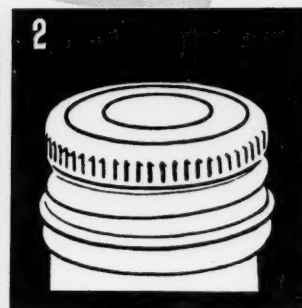
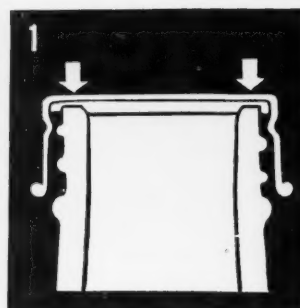
NOTE: This is not a testimonial; just an authoritative statement of fact.

Knowing what 1,400,000 women readers want is Miss Van Horn's job. So, what she says of seals is not to be pooh-poohed by makers of glass-packed products.

No pooh-poohing this, either: the R-O Seal is easier to remove and it's a perfect reclosure. Exhaustive tests of the Pittsburgh Testing Laboratory clearly prove that women can open R-O's more easily than any other screw-type closure. Rolled-On threads account for the difference.

The R-O method of application also assures uniformly tight seals; no leaks or breathers. R-O Seals are commonly used for vacuum packing.

Many other advantages are covered in our book, "Shake Off These Two Dragging Shackles." Write Aluminum Seal Company, Dept. M-P, New Kensington, Penna.



1. Straight-sided cap is pressure-seated on container;

2. Threads are Rolled-On, tailored to fit the container.

3. Even women with weak grips can unscrew cap easily.

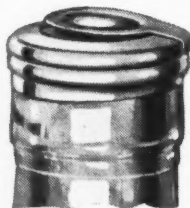


TRADE MARK  REG. U. S. PAT. OFF.

Alseco SEALS AND SEALING MACHINES



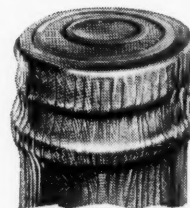
This is the Goldy Reclosure,



and this, the Goldy Seal.



Here is the large R-O,



and the Alseco Foil Capsule.

Prelude to LUXURY



AND fine coffee often comes in fine bags . . . Bags by Royal.

The Royal Air-O-Seal Bag with tin-tie closure shown above has become the choice of many coffee roasters as the ideal package for economically and attractively carrying their product to market. It is, however, but one of the many styles of Bags by Royal.

Gleaming Bags by Royal carry literally a thousand-and-one varied products to market. Made of almost any material, or combination of materials that lend themselves to bag construction, Bags by Royal are outstanding for their economy, fine construction and precision printing.

Ask Royal to aid you in developing the proper bag for YOUR particular sales requirements. There is a Royal representative in your locality. Write today.

THOMAS M ROYAL & CO
PHILADELPHIA U S A

NEW YORK CHICAGO DETROIT PITTSBURGH BOSTON ST. LOUIS MINNEAPOLIS
SAN FRANCISCO DAYTON SYRACUSE FORT WORTH ATLANTA HOUSTON



Oval, Oblong, Square and Round,
Spiral convolutely wound;
Or what your needs may be in cans,
They all will fit in R. C. plans.

When you've had cans that wouldn't do,
You've looked a large assortment through;
It's then when you will understand,
The value of an R. C. Can.

It matters not how good you are,
In buying cans at below par;
The very best that you can get,
Is honest value every step.

The fact remains that price alone,
For lesser service can't atone;
The higher cost will be retrieved,
Where honest value is received.

You'll find that cans made by R. C.
Are built as good as they can be;
And not to meet a certain price,
To do those things that aren't nice.

To get real cans and service too,
This tip will be a help to you;
Don't waste your time to scheme and plan
Just 'phone or write the R. C. Can.

R. C. CAN COMPANY

MAIN OFFICE AND FACTORY
121 CHAMBERS ST., ST. LOUIS, MO.

BRANCH FACTORIES
2809 E. 14TH ST., KANSAS CITY, MO.
RITTMAN, OHIO

SALES OFFICES: Saint Louis, Rittman, Ohio, Kansas City, Atlanta, Dallas, Detroit, Fort Worth, Houston, Louisville, Memphis, Milwaukee
Minneapolis, New Orleans, Omaha, Pittsburgh





Looking at the shelves, Mrs. Jones said to Grocer Brown:

"The picture of those peaches makes me hungry for some. I'll take two cans."

A TRU-TONE Label made this sale, as the Jobber had told the dealer it would.

INCREASE VISIBILITY, APPETITE LURE AND SALES APPEAL



HOUSEWIVES LIKE THEM!

"U-S" TRU-TONE Labels make sales to housewives! These large, life-like pictorials tell the product story in poster style. Retail dealers like this new merchandising idea, and give TRU-TONE Labels choicest shelf position because TRU-TONE Labels catch women's eyes and induce them to buy.

Compare the "U-S" TRU-TONE Pictorials on this page with any others. They are reproduced with the actual label plates — made from direct color photographs of the food itself. The TRU-TONE Process is new — introduced by "U-S". The new line of TRU-TONE Pictorial Vignettes will make a hit with you . . . and add new salability to your labels. Exclusive designs also, if preferred. Lithography or typography. Send for samples and compare them with your present labels. No obligation.

★ All "U-S" TRU-TONE Pictorials are copyrighted.

SALES AND SERVICE OFFICES:

ATLANTA
BALTIMORE
BOSTON
BROOKLYN
BUFFALO
CHICAGO

CINCINNATI
CLEVELAND
DETROIT
(Dearborn Station)
ERIE, PA.
INDIANAPOLIS

LOS ANGELES
KANSAS CITY
MILWAUKEE
MINNEAPOLIS
NEWPORT, KY.
NEW YORK

PHILADELPHIA
PITTSBURGH
SAN FRANCISCO
SEATTLE
ST. CHARLES, ILL.
ST. LOUIS

AMERICAN LITHOGRAPHIC DIVISION
ATLANTIC LITHOGRAPHIC & PRINTING DIVISION
DONALDSON LITHOGRAPHING DIVISION
ERIE LITHOGRAPHING & PRINTING DIVISION
PALMER ADVERTISING SERVICE DIVISION
W. F. POWERS DIVISION
THEO. A. SCHMIDT LITHOGRAPHING DIVISION



Here's
produ
... an
merch
it's
show
beco
produ
outst

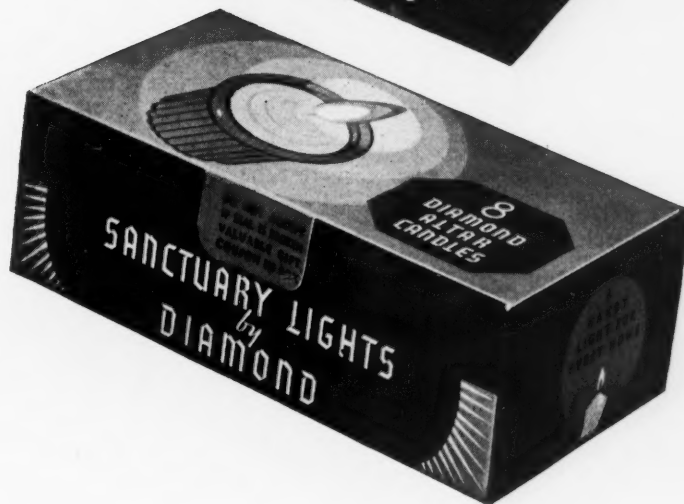
Sales
boxes
produ
found
alert
"put
help
WALK

b

GREAT
FOLDIN

THEY MUST
HAVE SALES APPEAL
AND EYE APPEAL
TO PUT YOUR PRODUCT

across
GOOD
CARTONS AND DISPLAYS
DO!



Here's the most effective way to "put your product across"... across dealers' counters ... and across competitive barriers. Your merchandise takes on new appeal when it's packaged attractively [like those shown here]... and the presentation becomes doubly effective when the product is given the advantage of an outstanding counter display.

Sales-compelling folding cartons, window boxes, labels and displays designed and produced by **BROOKS & PORTER** are to be found on counters everywhere ... helping alert merchandisers to successfully "put their products across"... We can help you too... Mail the coupon or call **WALKER 5-9494 NOW.**

brooks & porter INC

304 HUDSON STREET . . . NEW YORK, N. Y.

CREATIVE STYLISTS AND MANUFACTURERS OF
FOLDING CARTONS, COUNTER AND WINDOW DISPLAYS

BROOKS & PORTER, Inc.
304 Hudson St., New York, N. Y.

Please tell us how we can best improve
our cartons, labels and displays.

☐ Samples of
our product
are being
mailed under
separate
cover

NAME

ADDRESS

Announcing an **EXHIBITION**

of the
thousands of packages entered in the
1936 ALL-AMERICA PACKAGE COMPETITION

**General Exhibit, open to the public FEBRUARY
1 to APRIL 7th.**

The All-America Package Competition was initiated in 1931 under the sponsorship of Modern Packaging. It has grown in the number of its entries, in the influence it wields among packagers, package suppliers and package designers and in its ability to present the achievements of packaging to the industrial world and the general public, until today we find almost every significant package placed upon the market during the year among the entries in this competition.

The gold, silver and bronze awards in each of the twenty divisions of the competition are, of course, on display and represent the finest achievement not only of the year but—with very few exceptions—of the packaging industries to date; reviving industry, new inventions and processes, new materials and new methods and—this last largely as a result of previous competitions—a growing consciousness of the importance of sound packaging and thoughtful design on the part of merchandisers, retailers, manufacturers and advertising agencies.

This latter fact is brought out most prominently by an examination of the packages that did not win awards. These, in form, in design, in utility and in construction are

far and away beyond anything seen in previous years. New trends have appeared which will set the note for years to come. New inventions in machines, materials and processes will be first noted in this exhibit and bid fair to permanently alter the appearance of the retailers' shelves in years to come.

As a matter of convenience, the enlarged exhibit galleries of the Permanent Package Exhibit will be restricted to persons having a direct connection with the packaging industries—in manufacturing, advertising, merchandising or retailing—and to the press during the first two weeks of this exhibit and again during the Annual Packaging Show, March 23rd to 26th.

During the remainder of the period of exhibition, the general public will be admitted. Art teachers and others planning to bring groups to visit the exhibition are requested to phone for an advance appointment. In such cases, a guide will be in attendance to answer questions and supply desired information.

EXHIBIT GALLERIES OPEN AT 9:30 A. M. and
remain open till 4:45 P. M. No admission fee is charged. For photographs and information contact the Publicity Department of Modern Packaging, 425 Fourth Avenue, N. Y. C. ASHland 4-0655.

PERMANENT PACKAGE EXHIBIT GALLERY
sponsored by
MODERN PACKAGING
425 FOURTH AVENUE, NEW YORK

NDAY, DECEMBER 28, 1936.

TELEPHONE LACKAWANNA 4-1000
HELP WANTED ADVERTISEMENTS

Help Wanted—Female	Help Wanted—Male	Sales Help Wanted—Male	Executive Positions Wanted—Male
MODELS, SIZE 12, 5 ft. 7 in., hips 34½, experienced and attractive; long season. JOMARK DRESSES, INC., 1,400 BROADWAY, 18TH FLOOR.	DRAFTSMAN, experienced, knowledge of bookkeeping, to be trained for store fixture manufacturing; Brooklynite preferred; great opportunity; state age and references. Z 2046 Times Annex. LETTERER; must be good. Call Monday, 10:30, ready to work. Gardner Display, 42-50 21st St., Long Island City. MACHINISTS WANTED. Experienced lathe and milling machine operators. Z 2047 Times Annex. MACHINIST middle-aged all-around able	MEN. WE WILL TAKE ON 10 ADDITIONAL MEN WHO WISH TO TRY TO LEARN TO DO THIS WORK AND WHO CAN GET ALONG ON MODERATE WEEKLY EARNINGS WHILE STUDYING AND PRACTICING. WE WILL TRAIN SUCH MEN FREE. WE WILL FURNISH FULL EQUIPMENT WITH NO DEPOSIT REQUIRED. THERE IS NO EXPENSE.	BRITISH, 39, experienced, energetic, trustworthy; executive position for 15 years; highest references. S 942 Times Downtown. Situations Wanted—Male ACCOUNTING student, evening college, Christian, experienced typist, office details, full knowledge bookkeeping, assist bookkeeper, accountant. B 135 Times. ACCOUNTANT, certified, 37, fourteen years' extensive public accounting experience. M 297 Times. ACCOUNTANT, diversified experience, university graduate, conscientious, willing; excellent reference. M 285 Times. ARCHITECT, designer, draftsman, renderer, desires position with reliable firm. 228 Times. ATTORNEY, accounting knowledge, several years' experience, desires position. BB 2 Y. Times Brooklyn. EXPORT MAN, American, to develop oil export business. B 742 Times Downtown. INSURANCE BROKER, 26, seeks collection, soliciting work with Brooklyn life company. Z 2129 Times Annex. LES MAN, 22, two years' experience with national organization, American, good appearance, well educated, single, reliable, wants position with reliable firm. 207 Times. TRIMMER and head cutter, ladies' handbags; many years with large concern, desires position; capable managing. S 82 Times. SECRETARY, college graduate, dependable, excellent references, hard worker, moderate salary. John Koster, Collegiate Institute, Murray Hill 2-7510. STENOGRAPHER, Jewish, experienced, secretarial duties; hard worker; salary reasonable. M 295 Times. SUPERINTENDENT, reliable, capable of responsibility; experienced in general repairs; bookkeeping; highly recommended; highest references. S 58 Times. SUPERINTENDENT, apartment, office or loft building, wants position. B 739 Times Downtown. SUPERINTENDENT, good renter, all-around mechanic; good references; elevator house. OLenville 2-1841. COLLEGE GRADUATE, 29, n... student, 6 years' diverse statistical, construction, engineering, supervising

WANTED a package good enough for this type of label
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Tablet and Ticket embossed foil labels aren't for everybody's package. But when a package has elements of distinction in design . . . and houses a product equally distinguished . . . the final fitting touch that spells EXTRA sales can be given it by the use of a Tablet and Ticket Foil Label.

We'd like to give you an idea of what these labels can do for your product . . . and of what they have done for other products. For the latter, we can send you a selection of samples, illustrative of the wide range of our process. For the former, we would be glad to work up suggestions if you will set the problem before us. In either event, it will pay to get in touch with a Tablet and Ticket representative. Write, wire, phone.

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LABEL DIVISION



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OWENS-ILLINOIS
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MODERN PACKAGING

FEBRUARY 1937

VOLUME 10

NUMBER 6



CASTING EYES TOWARD CASTING LINES

by LEONARD KAYE

SITTING IN A BOAT, on the business end of a casting rod, for about the fifty-ninth time that morning, I slowly dragged my bait through the water, lifted it into the boat, cursed the whole bass family and kicked open my tackle box. Removing the plug I had been using—a drab, dark green sort of affair, made in imitation of some supposedly tempting marine morsel—I tossed it in the box. With half a mind to call it a day, I spotted a red and white affair with a gleaming metal spinner, and, with bass still on the brain, let 'er go.

She struck, and before I had dragged it through four feet of water up popped Mrs. Bass in person, struck the plug, and with a fare-thee-well started for parts unknown with her artificial breakfast. The battle was on and,

after tiring the finny gal, it wasn't long before she rested in the landing net, slightly the worse for wear. With that red and white gadget I got two strikes: one, a two-pound bass; the other, an idea.

Mrs. Bass wasn't particularly interested in that dirty looking plug, but when she spotted that colored baby cutting a figure through her happy hunting ground she lost no time in heading for trouble. Why? *Eye appeal!*

Yours truly lost no time in getting back to the Cortland Line Company, where we're all busy making fishing lines, and took with him the two plugs—Exhibit A. The great army of American anglers, numbering over twelve million members, is not unlike Mrs. Bass. One out of every ten citizens in this land of the free is a

potential buyer of fishing lines. Why not Cortland lines? Were we getting our share of this business?

We assembled our complete line of merchandise, along with the two casting plugs, called together the powers that be—everyone a fisherman—and asked if we had that red stripe; that shiny metal spinner; that *eye appeal* in our line! The idea took, spread and then came the revolution.

As for the lines themselves, modern machinery, skilled technicians, exhaustive research and the employment of only the finest domestic and imported raw materials gave proof to the fact that we were building fishing lines surpassed by none. But, somewhere down the line we had been sadly neglecting our package, and, although perhaps in the back of our minds we were aware of the fact, it took Mrs. Bass to ignite the spark.

Inasmuch as the job might well be done right, we started with the old trade mark. An archaic sort of affair, with an antiquated fish gushing forth yards of stringy looking line, gave way to a simple design carrying a conventionalized fisherman, and the established trade name Cortline. With this as a nucleus we began to build *eye appeal*.

We started with our boxes, assuming these to be the

buyer's first impression. In the past we had been using a covered set-up box which has been constantly changed. For several years we used a red and black combination until other manufacturers followed suit, and gone was any recognition we may have established. As a result, box coverings changed from year to year, and we went from the frying pan into the fire, discarding one after another until it was difficult for the consumer to distinguish a Cortland line box from that of Mrs. McDuffey's Vitamin G bird seed. What then the solution?

A private brand of paper that might easily be recognized as a container for fishing tackle and easily identified as a product of the Cortland Line Company seemed the best bet. We worked far into many nights, had designs submitted by a half dozen paper houses, who all had a tendency toward complications and finally arrived at the paper we are now using.

The upper half of the box carries an all-over design of a conventionalized fish printed in light green over a dark blue base stock, both colors suggestive of water and the design unmistakably representative of fishing tackle. Spaced at intervals of about three inches, printed in light blue, the new trade mark is legible in any position the box may be held. (Continued on page 109)

New labels, designed to harmonize with and characterize the fishing lines of the Cortland Line Company, now take the place of those formerly used. The illustration on this and the foregoing page show the old and new labels, seals, cards and box coverings used for corresponding brands made by the company





SEALING-IN TEA FRESHNESS

by FRANCIS J. THACKER,* as told to FRANCIS A. WESTBROOK

Nothing is left to chance in maintaining the uniformly high quality of Salada tea. The tea is untouched by hand and is not exposed to the air after the chests have been emptied into hoppers at the beginning of packaging operations

ONE of the most interesting packaging stories to be found anywhere lies in the home of the Salada Tea Company in Boston which is the largest and finest building in the world devoted exclusively to the packing and merchandising of tea.

The late Hon. Peter C. Larkin, founder of the company, was one of the pioneers in the important and far-flung modern practice of package merchandising. In 1892, he decided to offer to the public a high and uniform quality of tea—in package form. He found that a metal foil package, hermetically sealed, would insure delivery of the tea to the consumer with all its natural freshness and goodness of flavor well preserved. This type of package was immediately adopted and proved to be so superior to any other that it is still in use today in the packaging of Salada tea.

So inextricably tied up with each other are the varied and numerous operations in connection with the packaging of Salada tea that a true and complete picture can be obtained only by tracing the steps from the time the tea

is received in large tea chests until it reaches the delivery trucks all packed and sealed in corrugated cases.

When the chests of tea are unloaded from the delivery truck at the receiving platform, they are passed along a section of portable gravity roller conveyors to the uni-strand elevator. This elevator will handle more than 100 chests, each weighing approximately 100 lbs., in about twenty minutes. It consists of a series of platforms, one over the other, on a central and continuous belt that raises the chests to the correct floor and automatically unloads them. They are then stored in stacks so that all tea chests from the same garden are together.

Samples of tea are taken from some of the chests of each garden and sent to the tea testing department. Here they are carefully tested by expert tea-tasters and catalogued for future use in making up various blends for actual packaging. The quality and flavor of these samples are compared with the advance samples forwarded by the buying offices which the company maintains in the principal tea markets of the world.

The tea testing department plays an important part in the scheme of things, as the taste tests which are made are absolutely essential in the maintenance of the high standard of quality that makes Salada tea so famous. It is an interesting fact that a given blend, as prescribed by the tea testing department, usually consists of tea from as many as 16 to 25 gardens. This great variety is considered desirable in order to maintain strict standards of uniformity.

The instructions of the tea testing department for the making up of specific blends are carried out by the head

* Factory superintendent, Salada Tea Company, Inc.

blender. He has the prescribed chests assembled on the eighth floor of the building where they are opened and the contents emptied into a portable hopper and conveyor combination for inspection. The inspection units are portable and can be moved to service whichever blending machine is to be used for any particular blend.

It is worthy of more than passing notice to point out that the tea flows from floor to floor, from one operation to another, from the time it is emptied into the inspection unit until it is actually packaged—by gravity. All of the processing and packaging equipment is laid out systematically and scientifically in accordance with up-to-the-minute methods. A system of large brass pipe lines and the force of gravity combine to make the handling and re-handling of the tea absolutely unnecessary for any of the packaging operations.

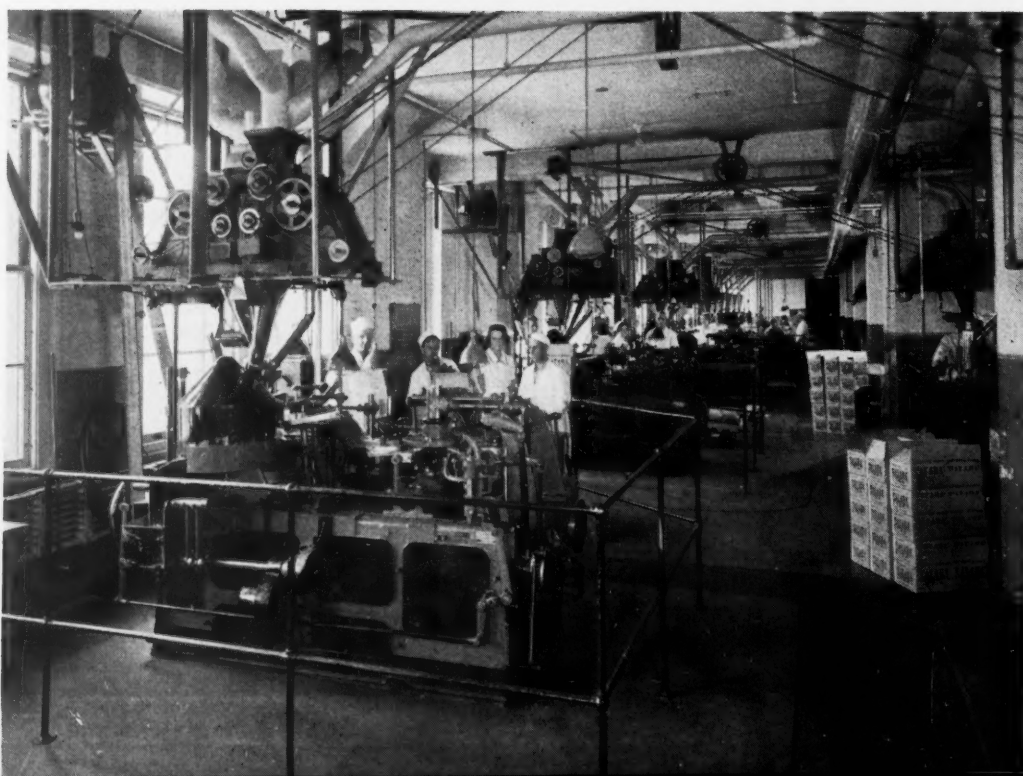
After a rigid inspection on the eighth floor, the tea passes through the sifting and cutting machine on the floor below. In this process, large tea leaves are separated from the small ones by sifting and are cut to a convenient and practical size. Tea which is naturally coarse is subject to the roller cutting process to reduce the size of the leaves and so facilitate packing.

Two immense blending machines which are somewhat suggestive of huge tumbling barrels are located on the sixth floor. These machines operate in a rotary fashion and are equipped with large baffle plates inside by which the teas from the different gardens are thoroughly blended.

The blended tea is then allowed to flow into designated storage tanks on the fifth floor via the usual large brass pipe lines. These tea tanks are made of plate glass and have a capacity of $1\frac{1}{2}$ tons. Glass is used because it affords several practical advantages such as providing for easy inspection, facilitating cleanliness and making it possible to tell at a glance how much tea there is in the tank. Their framework is of bronze plated steel and a great deal of experimental work was necessary to design them so that the tea would flow evenly to the packaging machines below. As soon as a tank has been filled, it is locked and not opened again until the contents have been packed.

Especially worthy of mention at this point is the vacuum system that is applied at every stage of the process from the time the tea chests are emptied into the portable hopper and conveyor on the eighth floor until

Tea bag cartons are wrapped in transparent cellulose in the machine shown directly below. The lower view shows the battery of units employed in the packing of foil packages of Salada tea



the tea reaches the final packaging on the fourth floor. The purpose of this vacuum system is to remove all tea dust that is caused by the movement of the leaves through the various operations. This system has been carefully installed and is equally carefully maintained, as it is an essential of good quality tea that there be no dust in the finished packaged product.

The next operation takes us to the packaging machinery on the fourth floor. This is a marvel of mechanical ingenuity and automatic machine design. There are machines from England, Germany and the United States and the most ingenious and most up-to-date of all are those made in this country. These are for packaging tea bags. The foreign-made machines are used for the aluminum foil packages and are the only ones on this side of the Atlantic.

Through the 45 years of the company's history, it has been proved time and time again that aluminum is, without question, the best preservative material that can be used for the packaging of tea. It is clean, bright in appearance and will not take on foreign odors. When labelled, it provides a distinctive and modern package.

Each machine is so arranged that it can draw its supply of tea from one or more of the storage tanks on the floor above. This makes it possible for each machine to pack the blend of tea that is most needed at any particular time.

There are two types of automatic aluminum foil packaging machines each of which includes a labelling unit. One type, the Fr. Hesser machine, is not convertible for different size packages. The other type, the Job Day machines, can be converted for different sizes by changing the molds and making the necessary adjustments on the labelling units. All of the machines are complicated and fully automatic.

The specific operations performed by these machines are described briefly as follows:

1. The aluminum foil is fed into the machine from a roll of specified width.
2. The foil is cut and formed into the shape of a package (except for one end which is left open) by a series of machine operations which fold and crease the foil over special molds.
3. The formed packages are slid off the molds and placed in an upright position in vertical compartments.
4. A cardboard end which re-enforces the package at that part is dropped in.
5. Tea, automatically weighed, is dropped in.
6. The package is then subjected to a vibration process which packs the tea compactly.
7. Another cardboard end is inserted.
8. The open end is folded and closed.
9. The label is gummed and stuck on the package.

Some idea of the intricacy of these machines may be obtained from an accompanying illustration. They operate at a high rate of speed with a minimum of improperly formed packages.

A combination packaging and labelling machine



Top: Tea bag packing units and subsequent placing of bags in cartons. Center: Top and bottom sealers for shipping cases. Completed, these cases are conveyed to shipping room, via spiral chutes. Lower: Making up orders in shipping room at head of conveyors leading to shipping platform below

usually has a crew of four workers consisting of one man who takes care of the maintenance of the machine, and three girls who inspect the finished packages and place them in the shipping cartons.

The tea bag machines, also located on this floor, are made in this country by the Pneumatic Scale Corporation and are of the very latest type. They, too, are fully automatic and operate at a high rate of production. Two men are sufficient to tend the operation of the entire group. They keep the machines lubricated, replace rolls of tea bag gauze when (Continued on page 108)

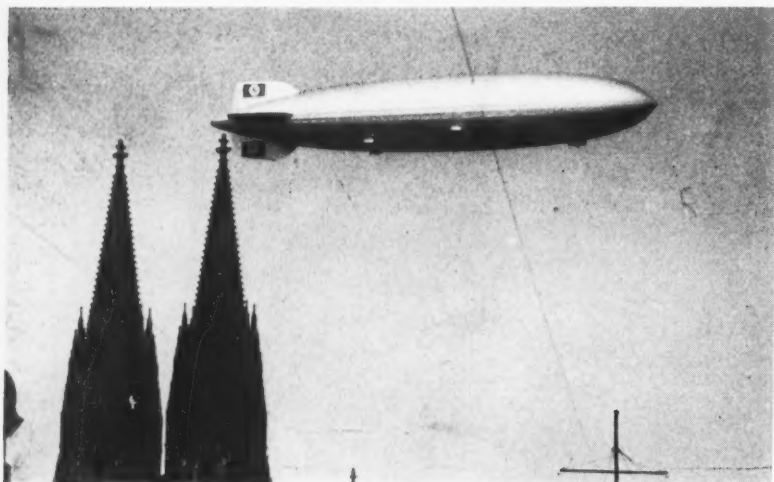
EXPORT PROTECTION FOR CONSUMER PACKAGES

by W. J. AUBURN*

AMERICAN CONSUMERS have been intensively and extensively educated by advertising to artistic package appeal but this fact does not indicate that our pride in the products of the land of the free and the home of the brave surpasses stream-lined package education in foreign climes. From the quaint old-time artistry of Vienna to the dour dismalness of Vladivostok is a far cry, but in both cities packaged goods are easily identified by the buying consumer, even though he may not speak the language of the package's country of origin.

In Arabia Standard Oil tins speak their own Americanisms by their labels, and the Arab may call the product what he will, so long as he purchases. An Argentine points to a package of American machine bolts

* Advertising manager, The Gerrard Company, Inc.



whereon a trade-marked label appears; a *Chilena* from Antofagasta points to face powder and gladly pays her pesos; a Dutchman to an American typewriter—all because the products are easily identifiable either by etched plate, decalcomania, printed name, colored label, package or box.

To bring these American products to their export destinations safely is a different story. It is one a little more industrial, less artistic, and breathing an aroma, or rather frankly, a smell, of wood cases, nails, shipping rooms, old burlap, steamer holds, salt air, tar, rotting docks, gasoline and sweating handlers.

Care and precautions to avoid shipping damage are paramount. Consumer packages such as cracked containers, crushed chipboard cartons or torn boxes that are highly colored or lithographed for counter and shelf appeal, damaged even slightly, discredit the manufacturer and decrease sales. On voyages to Cape Town, Buenos Aires, Lima, Rangoon, Hongkong and Melbourne, time works to discolor products and their packages, too, for salt air, heat, tropic dampness which brings mould and rot and rust, and shifting loads can change a product from salable to non-salable in the wink of an eye.

Upper left: Zeppelin "Hindenburg" returning from America on first commercial freight trip. Below: Shipment of apples for the Orient. Upper right: Freight official examining cases of canned delicacies on arrival at foreign port. Wire reinforced cases used in each instance



Damage claims are costly, not only in dollars but in time lost. So is your customer's "good will" which is easily lost if shipments are damaged or broken in transit. Replacements cost money, and replacement of "ill will" by "good will" costs still more. Proper protection therefore is economical and essential.

From the shipping point via railroad freight car, truck or express car to the hand truck, shipboard sling, and all the bumps, jars, crashes and nicks appertaining to these journey waystations, export shipments receive a consistent schooling of hard knocks.

On shipboard heavier cargo may be piled on top, or improper stowage in the hold as well as storms at sea may cause slippage of cargo. On mule, llama or camel back, ox-cart, in decade-old Fords jolting along mountainous trails, across rivers and arroyos the packages require the shipper's careful scrutiny and preparation.

On these long journeys cases are twisted out of shape unless they have sufficiently strong reinforcement to withstand sudden torsional strains. Sudden jars and drops often break cases, crates and cartons similarly; for that reason they need rigidity.

Before discussing the outside of the export shipping case we must return to its packaging and its protection of the consumer packages, boxes, bags, etc. Yet it is best to know at the outset just what strains and stresses are imposed by export journeys before packing has begun. If we know what our shipments will encounter on their trip around the world we can prepare them for combat with the worst possible damage.

The packages for counter or shelf display we shall call complete. If packed in quantities such as tens, dozens, hundreds or grosses they will likely go into chipboard, corrugated or enamelled printed cartons. Often these containers are sealed with gummed tape for additional protection. Some are wrapped with waxed or paraffin paper and sealed.

Glass and pottery ware is packed in corrugated containers whose interior bracing, also of the same material, has been cut out for tight fitting of those products. Top, bottom and side layers of corrugated board are further stiffeners, giving the necessary rigidity to the board box to combat inner strains.

These are placed, in large shipments, in a wooden case, sometimes lined with water-proof paper and sometimes not.



Upper left: Shipment of oil pumps for export consumption. Right: Bulge-packed case, weighing 370 lbs., for foreign shipment. Reinforcing Burla boxes with wire, for South American trade, at plant of Davol Rubber Company. Small hardware items in export cases; some of this warehouse load was destined for Buenos Aires; all cases are wired strapped

Most wood cases with perishable or damageable goods, are lined with a good moisture-proof sheet of which there are a large number on the market. These sheets will protect your product from moisture, the salt air, dampness and the all-pervading and insidious tropical heat. Generally these papers are impregnated with tar, a good water-proofer.

Another such sheet is a crinkled kraft paper which is adaptable to circular objects and stretches about $33\frac{1}{3}$ per cent due to its crinkled or corrugated finish. It is made up of two sheets of 30-30-30-90 pound kraft paper (before crinkling) between whose surfaces is a layer of liquid tar or asphalt. For circular or uneven objects this paper is fine protection.

All of the foregoing is necessary to preserve the appearance and appeal of your product. In the case of some metallic items it is the practice of the manufacturer to have them Parkerized or rust-proofed, which covering or plating goes into the surface of the metal and in temperate zones preserves the metal for many months without deterioration. Galvanized objects should be wrapped too for they sweat and at the end of their journey through tropical climes emerge with a powdery white coating or oxidation.

Waxed or paraffin paper in certain instances is sufficient to protect the product but the waxed paper must

Havana-bound parcel, wire reinforced, leaving Chicago, via air express. Right, below, close-up showing wiring of package



cover the product entirely so that air does not encounter it. Hermetical sealing is practical for items that rust and sweat, as well as an export requirement.

On crates where there are open spaces, an inner protection of kraft paper, burlap, and then a water-proof paper of a good thickness as a final layer are advisable. Accidental punching or perforation by other box and crate corners will be lessened by three layers of protection. For this purpose there is available a tough water-proof paper similar to the crinkled kraft sheet with a double thickness of asphalt. Imbedded in this coating and providing toughness that makes it almost impossible for the paper to be torn, are tough Java sisal fibers.

Some organizations use a plain kraft paper of suitable weight for wrapping their boxes before their insertion into the water-proof paper-lined export case of wood, although in all cases this is not required. For further protection, newspapers, excelsior and excelsior pads, shredded waste paper, crepe wadding for packaging small radios and items whose finishes are easily marred, can be adopted. For the same items, a new product of a flexible corrugated paper board which can be fitted or molded by hand over any and all uneven or odd-sized contours and outlines, is now on the market.

Closing the case suggests that the water-proofed paper has been folded and closed carefully to prevent the entrance of salt air. Nails are hammered into the case in sufficient quantities to hold it. Here it is well to use cement coated nails for they are nearly rustproof and tend to hold the nailed wood fibres tightly under severe strains. Nails should be driven in, in staggered fashion so that several different grains or fibres are split. If nailed in one straight line there is a tendency for imposed strains to split the entire cleat or board.

Then comes wire strapping, band strapping, nail-on band or, on the smaller shipments twine, blocking cord and gummed tape, either of paper or linen for closing the container or sealing the shipment. On wood export cases two steel straps are required, either of round wire or flat band. These are export requirements which must be followed. The metal reinforcements make the cases firm and rigid for the strapping is tightly tensioned and sealed. Otherwise cases would have to be braced by wooden cross-pieces and consequently they would make the case heavier and more costly to ship.

One shipper reports his export preparations on two types of cases. The products are all types of rubber goods made by the Davol Rubber Company of Providence, R. I. Its export manager, Jose Lopez, speaks of his preparations, as follows: "For the past several years, our parcel post shipments have been packed in paperboard cartons which (Continued on page 105)



GENERAL STORE—1836 MODEL

by ETNA M. KELLEY



"SO THE HOUSEKEEPING'S got you down? Well... I might prescribe a trip to Bermuda—but I believe it would do you more good to visit that old store in the Newark Museum; it will give you some idea of the housekeeping problems that the women of 1836 had to face." If all the doctors with discontented housewives under their care were to recommend the treatment mentioned above, they'd probably be very much surprised at the speedy recovery of their patients. For, even though much inclined to self-pity, an intelligent woman would cease feeling sorry for herself after comparing her lot with that of the home-maker of 1836.

The old store, which all neurotic women should visit, is one of a group of 1836 buildings reproduced, after considerable research, by the Newark (N. J.) Museum, as part of Newark's celebration of its 100th anniversary as an incorporated city.

The original, owned by Pruden Alling, Newark's postmaster in 1836, was probably typical of the general store of that era. We can imagine the men of the community huddling about the fire on cold days, one or two of them seated on cracker barrels, swapping yarns and chewing tobacco cut from the plugs Alling sold, as they waited for mail (without envelopes or stamps in those days) to appear in their letter-boxes.

Exterior and interior views of the Pruden Alling store (1836), as reconstructed by the Newark Museum. In contrast (below) is a modern store interior (Montclair Food Co., Montclair, N. J.) Photo by Guy Clark, Jr.



The general store of that day carried some merchandise of interest to men. There were farm implements, seed and feed, high boots and kegs of gunpowder for the fall shooting. But then, as now, the bulk of the buying was done by—or inspired by—women. In the Newark store's stock there are bolts of printed cloth, a manikin head for shaping women's headwear, toys for the children, notions and pins.

For the most part, however, the 1836 store offered the housewife materials for stocking up her home laboratory. In it we find all sorts of evidence that women had to do for themselves many things they'd never dream of doing now. A sausage gun, almost as formidable as a piece of field artillery; candle molds; churns; coffee and spice mills; pastry wheels (to decorate pies); hand-made clothes pins—all afford mute testimony of the chores Mrs. 1836 took in her daily stride.

We are so accustomed to taking white sugar for granted that it is hard to realize it was a luxury a century ago. It came in cones that weighed about seven pounds, and one cone lasted the average family all winter. It was used only on special occasions, of course, and preparing it was quite a ceremony. Most households had sugar-cutters, rather like miniature ice-tongs, with which one nicked off pieces from the hard cone. The lumps were then crushed in a mortar. The cone displayed in the Museum's store is owned by the Domino Sugar Company; it is said to be an exact reproduction of the cone in general use 100 years ago. Wrapped in blue paper, its label (with French wording) tells us that the *sucre fin* it covered was "Double Refined—Extra" and that it was made in Belgium.

Both whale oil and camphene lamps are displayed in the store; also a number of candlesticks transformed into camphene lamps by the addition of special burners. The matches of that day were slender and hard to ignite; frequently one bought with them a fluid which made them somewhat more inflammable. The matches exhibited in the Museum's store were made by Theodore Hyatt of New York; they were copyrighted; and the slender wooden box of cylindrical shape is decorated by a label with an eagle crest which would not look out of place on products of this era.

We pity Mrs. 1836 because her home was cluttered up with so many tools—churns, sausage guns, sugar-cutters and the like. But we pity her even more because she not only had to buy in bulk, but to buy her own containers. Barrels, buckets, piggins, baskets and boxes—a wide variety of them is shown in the Museum's store. The staff which assembled the stock explains the large assortment by the statement that in 1836 Newark was already an industrial center, with many of its men engaged in urban occupations. For this reason their wives had to buy many of the household goods that would have been made at home in rural communities. Contrast this with the situation that exists today, under modern transportation conditions.

The workmanship on the boxes used then for cereals, spices, coffee, etc., is remarkably good, and many of

them are still perfectly preserved. Some of them may be seen in the reproduced illustration of the store's interior, directly under the letter-boxes; they were made from thin strips of wood which had been soaked and dried over forms, then fastened with wooden pegs. The oval boxes in the foreground still carry the odor of coffee and other foods which they once protected. Also visible in this illustration (between the lamps on the shelf at the window) are the tubular boxes of matches, and, hanging behind the boots, a cluster of berry baskets.

Surprisingly, some of the products used in 1836 have changed little or not at all. Though we use many additional kinds of candy, we may still buy the varieties shown in the candy jars on the counter: coltsfoot sticks (which the Museum bought in nickel packages put out by the Necco Candy Company), peppermint canes and drops, lemon drops, marshmallows, rock candy on strings, and horehound sticks, differing from the modern version mainly in our more regular shapes. Another authentic touch is the crackers in the Museum's barrel; they were bought from Dawley & Shepard, Westminster, Mass., said to be the oldest cracker works in New England. The variety selected, called Westminster XXXX Crackers, is made from a recipe in use for more than a century. These crackers are now packaged and sold principally to restaurants and hotels.

Besides the tea containers, of decorated wood or lacquered tin, there are few packages shown in the Newark store. An exception is a children's card game, rather like our modern game of "Authors," except that fishes were pictured and described on the cards. The wooden box, which has a rather intricate opening is in perfect condition; its cover bears the inscription, "New Exhibition of Fishes," together with the name of the maker, John Wallis, of 16 Ludgate St., London, and the date, 1808.

Also exhibited in the store is a piece of wrapping paper in very good condition. It is illustrated by a drawing of a four-wheeled wagon piled high with wooden boxes and drawn by a horse traveling fast; a dignified gentleman is driving. In large letters appears the information that goods are delivered free by David Clark Perrine, whose store is advertised by the paper. A long list of the products in which Perrine dealt is followed by the name of the paper-maker (in small letters): W. H. S. Rogers Co., then located at 110-114 Wooster St., New York, and 136 Monroe St., Chicago.

The members of the Newark Museum staff who prepared the exhibit are to be commended for their painstaking efforts in assembling and restoring Pruden Alling's establishment, and thus giving us a glimpse into the daily life of our ancestors. Historically speaking, a century is a brief moment. But to the student of merchandising, display and packaging methods, this last century represents almost unimaginable progress, which we nevertheless take for granted until something—like Newark's reproduction of the old store—makes us visualize life as our great-great-grandparents lived it. It is interesting to speculate what the next century will show.



New materials—colored bottles, plastic jars, transparent labels—are employed in the styling of Genell Bliss packages



Packages which are light in weight and reflect every evidence of cultural beauty in keeping with product quality

GIVE LATIN AMERICANS WHAT THEY WANT

by GENELL BLISS

ALTHOUGH in this country many women who could well afford the best frequently use ordinary cosmetics, such is not the case with the Latin American *senorita* or *senora*, who has always insisted on the finest and most expensive perfumes and beauty aids. The Spanish lady, no matter how young or how old, makes beauty culture an art, not only because she realizes how important it is to keep youthful looking "to get and to hold" her man, but she loves to be beautiful for its own sake, and acts accordingly.

Originally she used only those imported from Spain and France and this still applies to perfumes. But she has found that cosmetic manufacturers of the United States, by spending vast sums in research work, have been continually improving their products until today they are conceded the finest in the world. In only one respect have they lagged behind the European—that of attractiveness in packaging. Almost invariably the

only criticism from Central and South America has been that our packages are no adornment to the dressing table or bathroom, and they are compelled to hide them. I might add that the Spanish lady is most aesthetic and takes delight in displaying her good taste.

As a matter of fact, women all over the world are becoming color conscious. To prove this, witness how the automobile manufacturers strive today for eye appeal. Women, who really do most of the final selecting, are instantly attracted to the car most colorfully presented, taking it for granted that all of them are good under the hood. In talking recently with one of our cosmetic manufacturers, who has several high class lines, he said that he had hesitated during the depression years to change his containers due to the big loss in marking down the old packages which had international distribution, but that he would not think of putting out a new product in opal jars and (Continued on page 104)



Traditionally a back-of-the-counter item, cheese cloth, as sensibly packaged and displayed by the Chicopee Sales Corporation, found its way into new outlets and set high records for sales by established distributors

MILLION YARD MERCHANDISING

Using a series of cleverly designed packages the Chicopee Sales Corporation transforms cheese cloth from the cheapest of "bolt goods" into salable, branded merchandise

ONE of the hardest things to lick, in America, is the inertia that surrounds the average "trade custom." If dealers are used to doing a certain thing in a certain way, no power on earth can swerve them from it, until they are good and ready. No power, that is, except one—the power of the rising sales chart of the man across the street. Many a manufacturer has known the sad experience of trying to be more progressive than his dealers, of getting polite assurances from them and of seeing them proceed on their own sweet, old-fashioned path. Yet, many another manufacturer has seen dealers jump at an innovation they would never otherwise have accepted, just because they began to believe that the innovation was producing sales—not for some mythical "perfect dealer," but for John Jones, a hometown competitor.

Thus, the Chicopee Sales Corporation knew it had a real problem on its hands when it proposed to package and display its principal product, cheese cloth, some few years back. For cheese cloth is traditionally a back-of-the-counter item, traditionally an item handled as an accommodation for housewives by merchants who would much prefer to sell something with a higher mark-up and a greater price-per-year.

In part, the company's temerity may be ascribed to a

generally progressive attitude that had, in the past, made the firm one of the leading textile institutions in the country. For one has but to compare the village of Chicopee, Ga., with the average mill town to realize that—whatever the pros and cons of the subject—here is a firm that is not afraid to innovate. On a four thousand-acre tract one finds a mill of the latest design. Instead of aging machinery so common in the industry, one finds row after row of modern looms set within white-tile walled rooms. And beyond the mill one finds winding aisles of small houses, so utterly different from the average small industrial town appearance as to amaze the onlooker. A modern industrial setting in fact!

Thus, when it was decided to innovate in merchandising as well as in manufacturing, a long record of innovations stood as a background for an industry that, truth to tell, had no enviable record of packaging experience to fall back upon for guidance.

The major reasons inducing a decision to package were found in the changes that have come over American life and affected even the consumption of cheese cloth. Cheese cloth was formerly purchased in fairly long lengths—even in bolts—by housewives who used it for dusting and for straining liquids in doing home canning.

With the growth of the auto as a means of getting to market, a change in the unit of purchase was gradually felt, as housewives began, more and more, to meet only immediate needs and to leave it up to the dealer to carry whatever stock might be required.

The straining market, while still large, suffered to a degree with the changes in the canning industry, although, in its place there developed a market, among males as well as females, for cheese cloth as an aid in polishing the car and other highly finished surfaces.

Thus a definite need arose for small unit packages of the material in addition to the continuing availability of

larger units. Meanwhile, a change in merchandising methods and, particularly the influence of the chain store on all retailers, prepared the ground among storekeepers for the advent of such packages. In spite of the break such a selling change involved in the accustomed way of doing things, retailers were ready, as sales later proved, to accept the change.

One of the first steps therefore, in a packaging policy, involved the invention of a new means of packaging so-called bolt material for dealer-cutting. While packages were developed for holding the standard, flat-wound bolt, a completely new form was (Continued on page 99)

Styled for brand, size of contents, etc., and meeting the convenience of users as well as retailers, the Chicopee packages are excellent examples of successful product merchandising



FEBRUARY *packaging*

"Drene" Shampoo, Procter and Gamble's unique product, has attained remarkable success in the past two years. Following an initial test period, Owens-Illinois Glass Company developed the private mold bottle which so effectively displays this nearly transparent liquid shampoo. Individual cartons are made for the product manufacturer by Richardson-Taylor-Globe Corporation

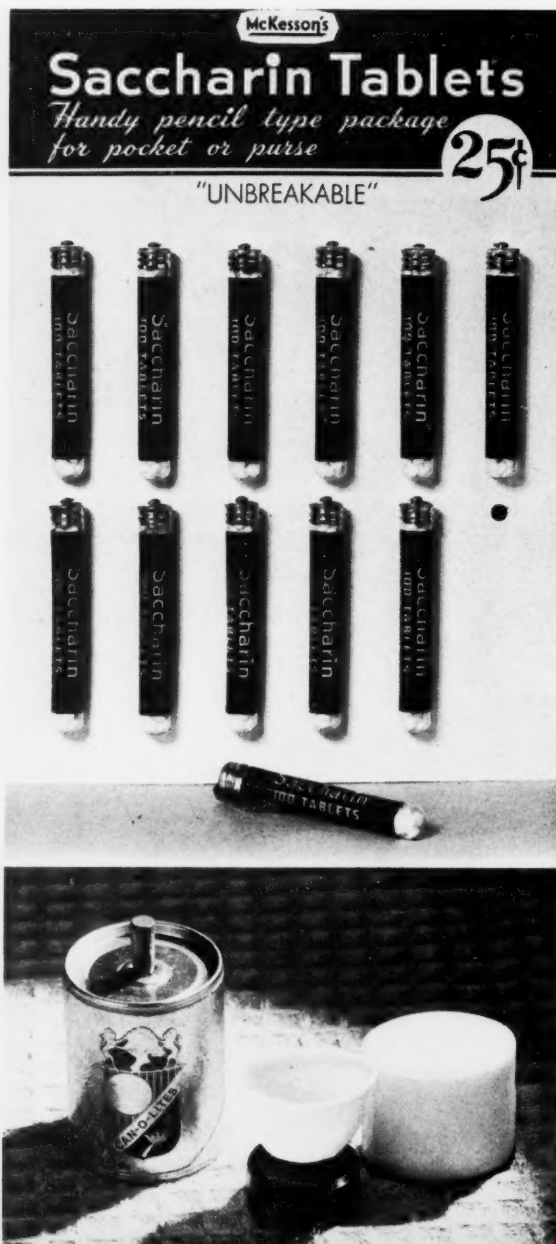
Padola Corporation is getting large numbers of consumers to test its brushless non-greasy shaving cream through a novel package merchandising idea. The carton contains a full-sized jar plus a small sample jar. If the sample fails to satisfy, the large jar may be returned for cash refund. Product identification is confined to the lithographed closures, made by Anchor Cap and Closure Corporation. Glass jars being made by Owens-Illinois Glass Company are styled to prevent slipping in wet hands. Cartons and display cards made by Robert Gair Company, Inc.

One hundred tablets, packed in a screw-top unbreakable glass pocket or purse package, inaugurates the national distribution of saccharin by McKesson & Robbins, Inc. Effective display is secured by a small card, holding twelve packages, suitable for store walls and counters

Can-O-Lites, match-banishing invention, strikes like a match yet has no moving parts, wheels or wicks and never requires refilling. This unusual package is made by the Cleveland Container Company

Two styles of light-weight eye cups have been developed to tie-in with the nation-wide programs by beauty specialists and eye wash manufacturers on the care of the eyes and the necessity for daily baths. One style cap is made to replace the regular screw closure on an eye wash bottle, while the other fits on a base, over which a protective cover slips. These items are molded by Colts Patent Fire Arms Mfg. Co., bases and covers being made of Bakelite, Beetle, Durez and Plaskon

Three headline fragrances, introduced by Lenthier, express their individual personalities in delightful complexion soaps, which are smartly attired in wrapping and packaging to harmonize with their respective perfumes. The rectangular set-up boxes, with hinged covers and ribbon tabs, are done in suggestive colorings: brown and beige herringbone for "Tweed," white and black with gold trim for "Miracle" and all white for "Gardenia de Tahiti" with soap wraps to match



pageant

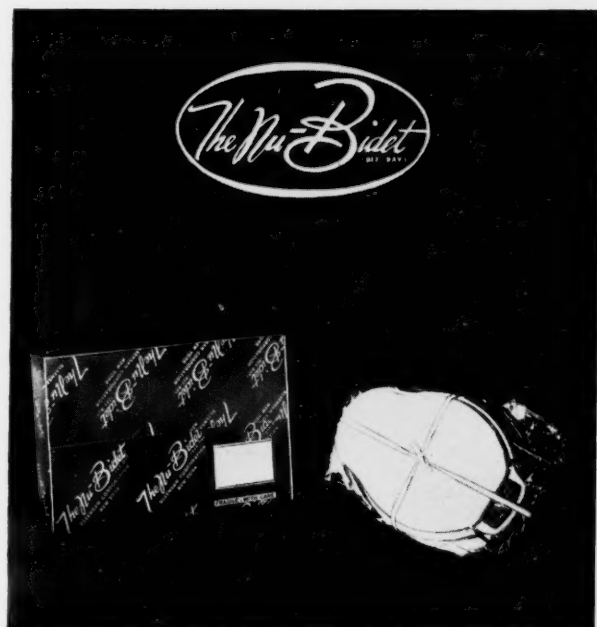
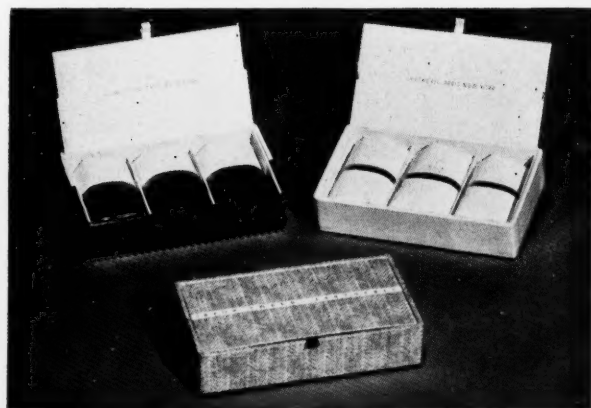
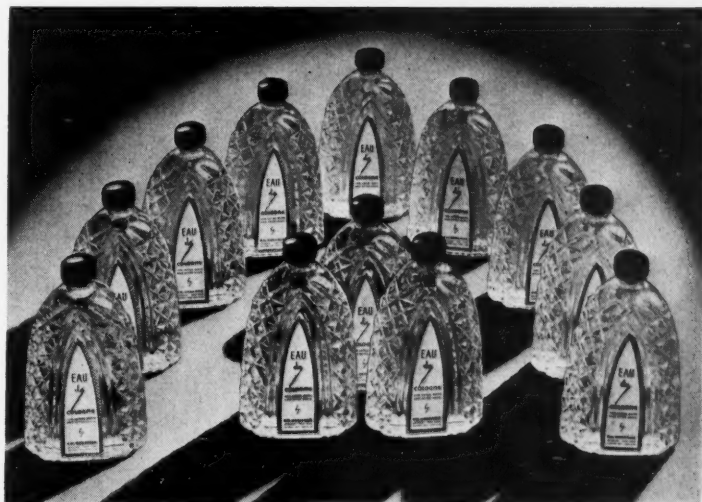
The novel bathroom accessory—the Nu-Bidet—just introduced to the American market, is being appropriately packaged in a transparent cellulose covering, with well-printed shipping containers, made by the Atlantic Container Company

Gift cases for various styled rings, molded of gayly colored plastics, are being prominently displayed in jewelry store windows. The cases illustrated are of black and colored Durez, lined with satin and plush pads, and are made by the Warner Jewelry Case Company

Enhancing the beauty of the lovely Eau de Cologne by Gerarde packages, a product of Allan B. Wisley Company, is the Capital I-T design metal screw cap manufactured by The Aridor Company

A set of four Martex Dry-Me-Dry dish towels are attractively displayed in a transparent window carton. Printed in black and white these cartons, made by Robert Gair Company, Inc., parade the colorfully designed towels

Transparent window cartons have replaced the envelope containers formerly used for packaging Kleinert dress shield garments. Designed by Ben Koodin, in clean, attractive colors, these cartons are made by Trenton Folding Box Company



OWENS-ILLINOIS

The Futura
Design Patent No. 94747

The Modernistic
Design Patent No. 86565

Guaranteed
Genuine Safedge Tumblers



Sales **PACKAGES**

GIVE YOU THE

**PLUS
PLUS
OF THESE**



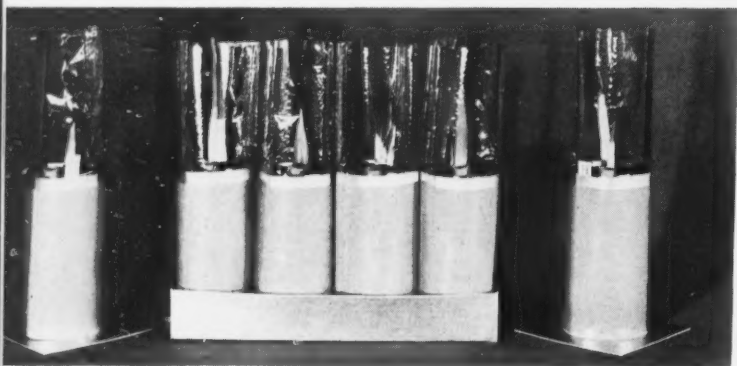
● In countless retail stores and from the pages of magazines and newspapers: Owens-Illinois Salespackages, in step with the trends of public taste, are winning enthusiastic approval ... helping to pave the way to the ultimate sale ... **PRE-SELLING**.

Over the counters: Salespackages, powerful in appeal, are passing into the hands of purchasers ... playing a part in closing the sale ... **SELLING**.

In the homes: Salespackages, perfect in performance and convenience, are helping to justify first impressions and thus build additional goodwill ... **RE-SELLING**.

Only in Salespackages will you find these three infallible steps to a *complete* sale ... steps that are translated into glass by our Complete Packaging Service. Owens-Illinois Glass Company, Toledo, Ohio.

OWENS-ILLINOIS
Containers and Closures



Ely Culbertson's latest contribution to contract bridge is to facilitate scoring by means of chips, similar to those used in poker. The attractive box for bridge chips is molded of Bakelite by Mack Molding Company

Choice winter blooming tulip, hyacinth and crocus bulbs are being marketed in an ingenious package developed by the Clark Gardner Nurseries. The bulbs, rooted in peat, are brought to full flower by simply pouring water into the bases or tubes. Top portion is made of Sylphrap

The new La Fendrich Imperial cigar box makes an ideal gift package and an excellent humidor for library or office use. It is completely covered with gold Reynolds Metal labels, heavily embossed and printed in deep maroon. Product identification is restricted to end labels. Inside label reproduces the picture of Herrmann Fendrich in six colors

The development of a combination container and dispenser prompted John Dickinson & Co., Ltd., London, England, to utilize an open-face tuck-end carton for packaging its Cellfabric Serviettes. An outer sleeve of transparent cellulose protects and effectively displays these colorful paper napkins



Making the package a salesman for the product has been well done in the case of the new nursing bottle holder, "Baby's pal." Pastel shades of blue and pink, with an appealing baby illustration, by Ruth Newton, create the proper human appeal and atmosphere. The package tells *what* the product is, *what* it will do, and makes buying easy and spontaneous. Designed by The Rosenow Company, the boxes are made by Kroeck Paper Box Company

One hundred and sixty Marlin double-edge razor blades are offered in a smart Bakelite molded container to encourage a larger unit purchase. Hinged cover is royal blue with jet black base

Consumers are encouraged to develop individual tastes for different wines through the smart packages and displays of Lombardi Wine Company. Bottles were lately developed by Owens-Illinois Pacific Coast Company, the white lettering and red decoration, fused into the surface, contrasting well with the emerald green glass. A wire stand forms an effective store display while a "junior carton" enables the consumer to select his favorite by sampling ten different Lombardi wines at small cost

Large brilliant sugar crystals, particularly attractive for hot coffee and tea service at parties, are being introduced under the name of "Domino Koffytee Sugar." Package is made of printed transparent cellulose, carrying out the well-known Domino color scheme of yellow, blue and red. Bags made of DuPont Cellophane by The Dobeckmun Company; tin ties by Benjamin C. Betner Company

Baked beans are at their best when prepared by the old New England method of slow, Dutch oven baking. In introducing the Puritan brand a glass package was developed which immediately suggested the old-fashioned bean pot and the goodness of "home cooked" beans. These glass pots were made by Owens-Illinois Glass Company, the neck labels by Muirson Label Company and caps by the White Cap Company

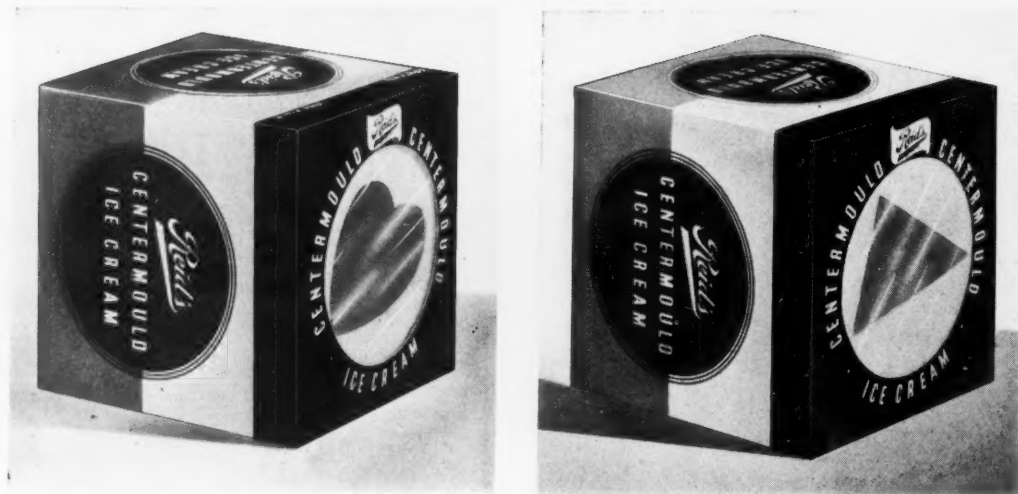
Shettford Snappy Cheese, the first package cheese in America, has undergone a modernization process so gradual that it has scarcely been noticed by consumers. The generous dashes of green, red and gold, with other embellishments, have been eliminated in favor of emphasis properly placed on the distinctive blue panel and text

Schlitz—"The Beer That Made Milwaukee Famous"—was among the first of the larger brewers to see the advantages of the Steinie bottle, introduced by Owens-Illinois Glass Company. Being lighter in weight this bottle facilitates shipping while its shorter dimensions make for convenience in refrigerator storage

A new treatment in paint packages is to be found in the Sherwin-Williams labels used on their recently developed line of marine finishes. Its feature is its photographic label in colors, radiating the lure of the sea

An easy-to-open airtight top and a strong poster like label distinguish the new Karaya Granules package, designed by the package design department of McKesson & Robbins

packaging pageant



ICE CREAM IN OPEN FACE CARTONS

by MARCY BABBITT

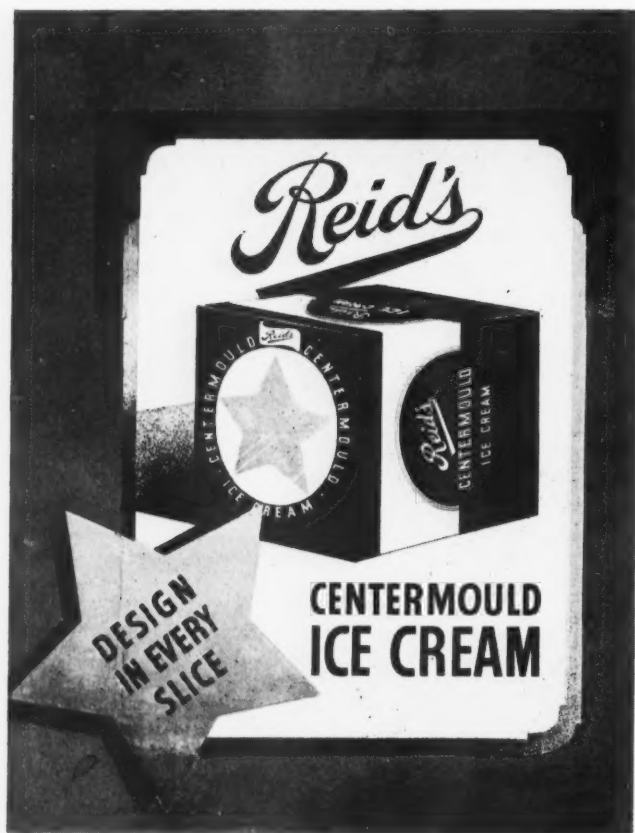
MERCHANDISING PROBLEMS in the ice cream industry have not differed materially from problems in other industries. "Give the consumer something new" has been a constant demand. But up until recently in the ice cream field the new developments have been conducted primarily along unpackaged lines.

Mel-O-Rols, new types of popsicles, new ice cream flavors in bulk goods have been a regular occurrence in the field. But it has been a long time since there has been any radical or really outstanding development in packaged ice cream. As a general rule, packaged ice cream has offered nothing really startling to the consumer, and the packages themselves have for years followed along traditional paths, employing essentially surface design. Therefore, when a new type of product in a new type of package makes its appearance in the ice cream industry, it is news.

Recently, a product called Reid's Centermould ice cream gained distinction in packaging development by becoming the first ice cream in the history of the industry to employ a window carton. Utilizing a buff and brown package, it is the transparent cellulose window on one of the sides which reveals the moulded design in the Centermould ice cream that is the unusual packaging feature. The design in the product will vary from time to time, first appearing as a star, at other times as a heart, triangle or a square. The visibility obtained through the window carton makes the identity of each design immediately recognizable.

This packaged product is manufactured by the Pioneer Ice Cream Division of the Borden Company, of which M. H. Lewis is president. So advanced is this new packaging development in its entire merchandising approach to the dealer and to the consumer that its advent marks a definite step forward in the industry.

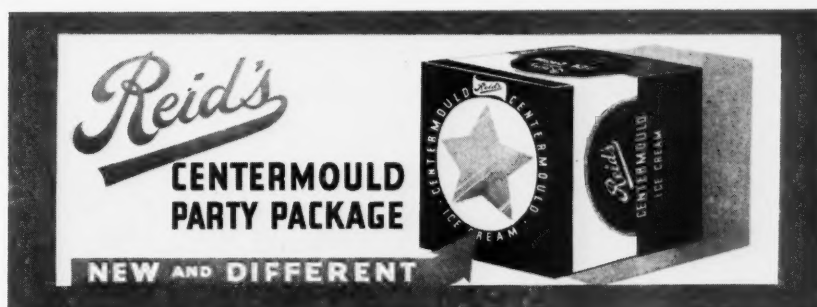
The idea of marketing Centermould ice cream in a



Above: The new Centermould ice cream window cartons used by Reid's. At left is one of the illustrated trim cards supplied to dealers



At right is shown one of the display strips supplied to dealers for use on windows, backbars and doors



window package was originally conceived by C. F. Sisco, general sales manager of Reid's Ice Cream, and the supervision of an appropriate package from an engineering as well as a sales standpoint, together with the advertising, merchandising and sales promotional plans, proceeded under his direction in cooperation with Thomas W. Biggs, advertising manager of Reid's.

William O'Neil, well-known industrial designer, who is responsible for the designs of the Esso lines and the Boraxo package, both winners of packaging awards, was called in on the creative end of the packaging job, and was asked to present a practical solution. The specifications laid down were that the package had to make intelligent use of a transparent cellulose window; it had to look like an ice cream package; it had to be sufficiently powerful to display the product attractively; it had to get its identity across quickly; it had to be appealing to the dealer as well as to the consumer; and it had to look well in advertising and window display strips.

Mr. O'Neil's answer in the form of design more than met the requirements of Reid's. The design in buff and brown has a distinction of its own among ice cream packages. It is clean and forceful, and its repetition of the name Centermould on all panels of the package focuses attention on the product name. Its coloring was selected for its close association with ice cream.

Like many of O'Neil's designs, the package is devoid of ornamentation, its charm inherent in carefully studied areas and tonal relationships. The company believes that Mr. O'Neil's design is not only outstanding from a merchandising and display angle, but is noteworthy for

its saneness and simplicity in production operations.

The window carton, while it offers nothing sensational in many industries, is, however, an achievement in the ice cream field. From a production standpoint, considerable problems presented themselves in the selection of proper adhesives which would not contaminate the product. But aside from this, up to the point of the development of this carton, packaged ice cream was among the few products in the candy stores, soda fountains and ice cream parlors which it has been impossible to display in any manner.

The dealer has been able to describe the product in so many words. He has even been able to show a window strip illustration. But if he ran up against some-

one from Missouri who wanted to see what the package contained, the process was inclined to be a trifle messy. He would have to open up the lid of the carton, tear the flaps apart, and go through an elaborate operation in order to display the product. With this new package, all the dealer will have to do is turn the open face to the consumer, and his job is done. The whole sales story is there at a glance.

Actually, it was the product itself, crying out for some manner of display, which occasioned the open window carton. For example: Centermould is an ice cream speciality which falls into the category of a molded ice cream product, its name being highly descriptive of the product, as it employs a block of vanilla ice cream, in the center of which appears a molded design of another flavor.

Let the knife fall where it will. The design appears throughout the central portion of the cream. The production of a molded ice cream, practical for manufacture, practical for distribution, practical for handling in the dealer stores is an achievement which only those in the industry can appreciate. Certainly, its merchandising possibilities are obvious.

Molding may well be considered a fine art in the ice cream field, but rarely has it been a practical venture from a purely commercial standpoint. Companies who have given the subject serious thought, and who have put up good money in the development of this phase of ice cream manufacture, can well attest to that statement. Handsome molded turkeys, Santa Clauses, flowers, etc., may win the plaudits of enthusi- (Continued on page 98)

A COSMETIC PACKAGE INSPIRED BY A CHILD

YOU wouldn't have to be a package expert to recognize the harmony of product and package in the Bonne Bell line of cosmetics. Meeting Bonne Bell you would inevitably agree that the famous cosmetics, bearing her name, could not be packaged in any other way except in the ivory and gold motif which is faithfully carried throughout the entire line.

For Bonne Bell is a bonnie little lass of thirteen years, with smiling dimples and a gardenia-flawless complexion framed with an aura of chestnut-gold hair. She is the daughter of J. G. Bell of Cleveland, who originated the cosmetic line which beauty salons have sent skyrocketing into the department store and big-volume sales class.

"So you see," says Mr. Bell with modesty, "I cannot take too much credit for the motif of the package." Continuing, "When I took my package problem to the designer, he agreed with me that if the package adopts its 'theme' or a characteristic of the events leading to its



The gardenia-flawless complexion and chestnut-gold hair of a bonnie lass of thirteen set the design for the package family illustrated at left. Shown above is the artist's palette display, representing the four types of feminine beauties: blonde, brunette, brunette and titian



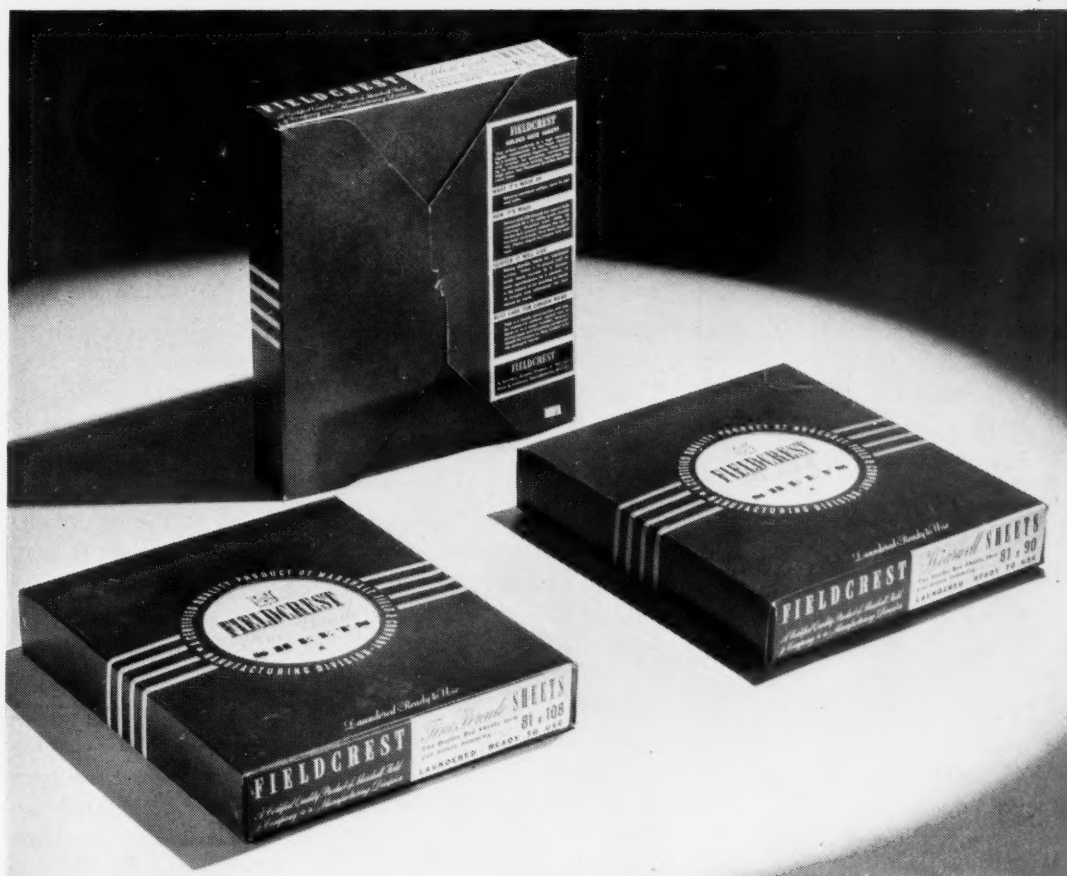
inception, it usually hits the dollar sign square in its midriff. It is the very best way to insure a dignified, pleasing, utilitarian package and eliminates the pitfall into which many a cosmetic manufacturer falls by making the package too bizarre or too smart."

The Bonne Bell line is replete with creams of all sorts: face powders, rouge, lip pomade, eye make-up, perfume, manicure necessities, a line of medicated cosmetiques, bath luxuries and some beauty aid devices such as chin straps, etc.

All the creams are packaged in squat opaque oyster-white jars with the Bonne Bell signature in gold script, the product name in gold type, near the bottom of the jar, and topped off with a brushed brass cap which looks like burnished gold.

An important improvement, designed for milady's convenience, is the placing of directions for use. Instead of pasting the sticker, containing directions for applying the cream, on the side of the jar, where it eventually becomes discolored with cream stains or washed off with wet fingers, it is placed on the indentation at the bottom of the jar. Here its life is insured so long as the jar is in use on milady's dressing table.

The lotions are bottled in cylinders of clear glass, with ivory plastic caps, the script signature and name of the lotion appearing in (Continued on page 60)



CARTONS ESTABLISH A FAMILY NAME

HAVING decided that a wide range of allied products might well be marketed under one family name, Marshall Field & Company Manufacturing Division adopted a new brand name in textiles—Fieldcrest. With the family name decided upon, a study of the various products was made, considering both the retail selling and manufacturing standpoints. This naturally led to the establishment of basic products groups.

Most important of the several groups was that comprising the blankets, sheets, pillow cases and bedspreads, and it therefore seemed fitting that the first packaging effort should be centered on these items. In working out the details of these packages the company's bureau of style and design considered five major points:

1. *Protection.* It was logical that this packaging plan first consider product protection, for that has been the basic principle on which America's staple products have been packaged, with ever increasing skill. While consumers insist upon examining the products they buy, of equal importance is maintaining the fresh and attractive appearance, as when they left the factory. Since certain of

the items were bulky and heavy, it was decided to utilize folding boxes, which would give adequate protection without adding increasing weight to the units. Ready visibility, obviating the necessity of opening the packages, was gained through the use of a transparent window in the top or main display panel.

2. *Identification.* Capitalizing on the reputation established by the company, over a long period of years, for quality merchandise, the new name Fieldcrest is immediately associated with the Marshall Field name, in the minds of well-informed consumers. But a further means of identification was needed, inasmuch as there were, for example, three standard qualities of sheets:

Fieldcrest Wearwell—a utility muslin sheet
 Fieldcrest Golden Gate—a fine muslin sheet
 Fieldcrest Fine Percale

In tying these products into a family design, a panel of solid color was used for the background, with the brand name spotlighted in a circle motif. Extending right and left from the circle, a series of

parallel bands, done in distinctive colors, immediately established this secondary identification. A standard green tone having been established as the basis for the package, the bands were reproduced in contrasting colors as follows: light blue for the Wearwell, light green for the Golden Gate and orange for the Fine Percale. The secondary brand name appeared in the same color as the bands, printed on the Protectoid window.

3. *Convenience.* Accessibility and convenience in handling were provided for by using full telescope boxes for the larger sized units, while the smaller ones employed a folder style. In this latter style, the hook and slot construction was easy to open and reclose with a minimum of effort.
4. *Merchandising.* Fastidious buyers insist not alone that merchandise of this character be fresh and clean but ready to use without the necessity of first laundering. In meeting this requirement the new packages clearly bear the legend in script, "laundered ready to use." The utilization of a standard green package, with contrasting color bands and the major design confined within the circle, produced an effective treatment which stamped these packages as different from any other products. Fresh and attractive in appearance, readily identified, the product of a nationally known organization, the packages possess all elements necessary to make themselves *seen, wanted and bought.*
5. *Family Group.* The final development of packaging concerns itself with creating a package design which, when carried throughout an entire line, creates an unmistakable family resemblance. Few lines indeed are there in which one or two products do not predominate in sales acceptance. The practical value of the family idea in packages is therefore to take the lesser known items and help them ride to popularity and general acceptance on the momentum the leaders enjoy. The new Fieldcrest packages are uniform in treatment, and the smart and modern effect they produce make them unforgettable. It should therefore be very easy for consumers to first buy Fieldcrest Sheets, and then logically develop into buyers and users of the other products bearing the same name, and packaged in the same manner.

The faithful reproduction of the original designs into beautiful, varnished folding boxes was executed by the Lindley Box and Paper Company.

A COSMETIC PACKAGE INSPIRED BY A CHILD

(Continued from page 58) gold. The medicated lotions and creams are a specialty of the Bonne Bell line, but they are packaged identically with the regular line, because Mr. Bell feels that this eliminates the possibility of making them a "freak" line or an "aside."

Face powders are boxed in two sizes. The paperboard containers are the conventional round shape with glazed ivory coating, printed with the script signature in gold. The entire package is neatly wrapped in transparent cellulose gathered together on the bottom of the package and secured with a large gold seal.

Perhaps the perfumes are the most interesting feature of the entire line from a package standpoint. The bottles are of transparent glass, tapering at the bottom. The stopper is of cone-shaped clear glass and is sealed with a gelatin cap to prevent leakage or evaporation. Around the neck of each bottle is a small gold cord with a tiny seal, simply giving the name of the product. The bottle is then encased in a cardboard cylinder covered with embossed antique gold, with a pert round knob on the top. The bottom of the perfume bottle is securely anchored in the box with a cardboard rim into which the tapering end of the bottle fits snugly. On the outside of the package is the usual script signature in briar brown. The perfume comes in three sizes and is called Coeur de Gardenia.

A simple merchandising maneuver launched this perfume with unprecedented success. Bonne Bell announced Coeur de Gardenia in March—long enough in advance of Mother's Day to have it become established. The sales girl kept a real gardenia on the counter beside her. She would invite the customer to sniff the flower and then titillate her nostrils with Coeur de Gardenia. The sales on this new product surprised even Bonne Bell.

Mr. Bell admits to one of those rare lucky breaks that the communist always attributes to the capitalist but which the business man infrequently gets. His perfume was ready for the market at a time when suits were the *dernier cri* for milady. Never have suits been so popular with the feminine populace. Artificial flowers were given a leading place in feminine fashions by the Parisian coutouriers last Spring and of course it followed that the gardenia was *the* flower—real or artificial—to wear with the chic spring suit. So Mr. Bell grasped this opportunity and pointed out that an artificial blossom was practically brought to life by a dash of Coeur de Gardenia. His real flower test proved this to Madame, and consequently Bonne Bell Coeur de Gardenia was worn with eclat on thousands of dainty mesdames et mademoiselles.

Perfume sales were so successful that the House of Bonne Bell put its merchandising minds together to discover a perfume pocket flask that would not leak. A perfume flask seems to be an ideal gift. It is as impersonal as a corsage for the timid young man to give, as useful as any gift a girl can receive.

All sorts of perfume flasks have been made and sold, from Cloisonne and solid gold to brass and cheap enamel. Some in satin cases with little filling syphons and others in cardboard boxes. Some for \$100 and some for \$1.00—but most of them eventually leaked, were too bulky, or got out of order, and then there were the kind that did all three.

Bonne Bell finally found the ideal perfume flask, which isn't a flask at all (Continued on page 93)

GIFT ENSEMBLES FOR FORTUNATE MALES

NO MORE conclusive evidence could be cited of the responsiveness of the ultimate consumer to attractively packaged products than was shown during the recent Christmas shopping period in the reception of the Broad street's gift ensembles.

While there is nothing new about showing related items, or encouraging purchases of complete ensembles, rather than individual products, the designers of this attractive gift box exercised unusual knowledge of consumer needs and desires in the following points:

Products purchased primarily to be used as gifts must be impressive in appearance, and must subtly reflect the good judgment and discrimination of the one who tenders the gift.

Opportunity for individual selection of items, rather than having to accept standard packed units, is bound to stir the imagination of the potential giver, and thus center attention in a simple and effective manner at the point of sale.

Making due allowance for varying amounts which may be spent in a gift item, and adapting the ensemble to fit the needs of varying purses, encourages wide interest, breaking down price barriers many times imposed by one rather high priced gift item.

Trading up the value of products which individually may not possess great appeal, by the simple means of combining them in a pleasing ensemble, offers a happy solution to the problem of what to give.

Using the gift package to effectively set off the merchandise, rather than set up competition with it, builds added appreciation on the part of the recipient of the thoughtfulness of the giver in making this selection, which is highly individual.

Making provision for varying color preferences, and providing a harmonious background for the predominating color of the ensemble, gives the idea wide adaptability to suit all tastes and purses.

Retail store records readily established the predominant color popularity of shirt, hose and neckwear ensembles in blue, brown and red. Starting with these three items the problem was to originate a package which would give equally attractive display to each one. Inasmuch as custom had more or less determined the accepted manner in packaging these items, the designer virtually made an adaptation of the three individual set-up boxes, combining them into one. The size of the box was of course determined by the dimensions of the shirt, folded in regular style as it comes from the manufacturer. Since it required the major portion of the box to properly display the shirt, it was decided to utilize the hinged cover for the display of the other two items.

The neckwear and hose were placed in individual



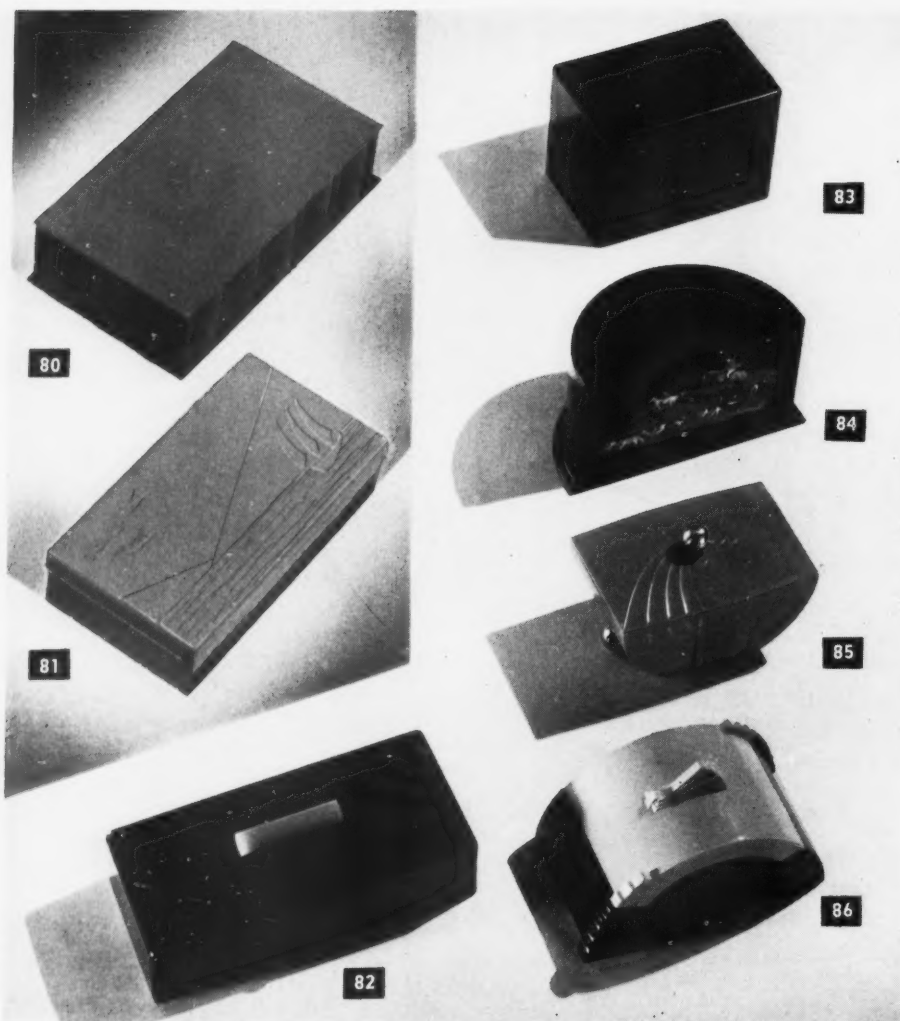
shells, and held in place with silk ribbons, which matched the ensemble color. These shells fitted into recesses in the inner surface of the lid of the box, where they displayed the merchandise to excellent advantage.

All boxes were covered with imported velour papers, the color schemes for the three different boxes being as follows:

- Blue ensemble: royal blue velour lined in blue
- Brown ensemble: wood brown velour lined in gold
- Red ensemble: bright red velour lined in silver

The boxes are examples of the best craftsmanship available in set-up paper boxes. In order to encourage an after-use for them no advertising appeared on the outside. However, a small square, in which the initials of the ultimate recipient were impressed in gold, while the purchaser waited, is provided. This gives an added touch of individuality to the gift and after the merchandise is removed the box can appropriately serve as an attractive and permanent handkerchief case.

While complete displays (*Continued on page 97*)



PLASTIC BOXES FROM STOCK MOLDS

SHEET TEN

Here is a group of boxes which offer unusual possibilities for packaging jewelry, smoking accessories and so on. These boxes are smart, effective and "dress up" the article well. Be sure to mention both sheet and item number when inquiring.

- 80. The hinged cover on this box is plain but can be laminated with a colorful print if desired. 5-1/16 in. by 2-7/8 in. with 1-3/8 in. depth. 1-11/16 in. overall height
- 81. Oblong box with separate cover embossed with ship design. 5-5/16 in. by 2-3/4 in. 1 in. inside height and 1-5/16 in. overall
- 82. Three-compartment cigaret chest with Catalin bar mounting, hinged cover. Length, 7-1/4 in., width, 3-3/8 in., height, 1-3/4 inches
- 83. Card index box; accommodates 300 cards 3 by 5 in. and index. Length 5-5/16 in., width, 3-1/2 in., height 3-7/8 inches
- 84. Revolving tray cigaret humidor; width 6 in., height, 3-5/8 in., depth 3-1/8 inches
- 85. Decorative cigaret or trinket box; round feet of polished brass. Length, 5 in., width, 3 in., height, 3-1/4 inches
- 86. Jewel case, dressing table receptacle or cigaret case; length, 5-7/8 in., width 3-3/8 in., height, 3-1/4 inches

Address all inquiries to Plastic Box Department, Modern Packaging, 425 Fourth Avenue, N. Y. C. All molders are invited to send sample boxes from stock molds to appear on this page as space permits

Modern display

FEBRUARY 1937

ZONITE PRODUCTS CORPORATION
Chrysler Building
NEW YORK

January 5, 1937

Mr. A.T. Fischer, Pres.
 Packaging Products Corp.
 Cleveland, Ohio

Dear Mr. Fischer:

I want to take this opportunity to thank you for the splendid service rendered the Zonite Company in connection with the Hi-Spot Displays you developed and supplied to us recently.

I feel that I should tell you what I told our entire force at the convention on Tuesday last, namely that this is the best conceived device, and the best executed piece of display material this company has ever used.

I am certain that these displays will enable us to capture preferred locations in thousands of desirable retail drug stores.

Sincerely yours,
 ZONITE PRODUCTS CORPORATION

[Signature]
 Advertising Manager

C.Allen Reeder
 PP

A Striking Tribute

PREFERRED LOCATION GUARANTEED.

HI-SPOT DISPLAYS

get your actual package up and on the window pane at eye-level.

Your package is surrounded by an attractive colorful illustration.

Your display is out in front and readily seen.

Hi-Spot Displays have a definite dealer appeal, easily put up, and they stay up.

Write for complete information



PACKAGING PRODUCTS CORPORATION

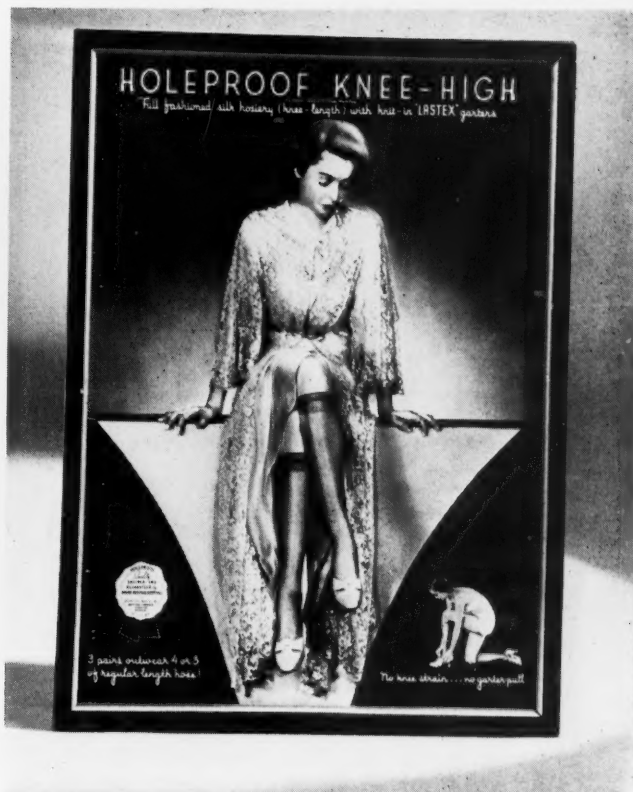
ORIGINAL DISPLAY DEVICES

1814 EAST 40th STREET

CLEVELAND, OHIO



The realistic appearance of this lovely girl encourages other women to use Cutex products in their desire to emulate her charm and beauty



The new photographic sculpturing process brings alluring shape, form and added desirability to silk hosiery in this counter display

CAPTURING THE ELUSIVE "THIRD DIMENSION"

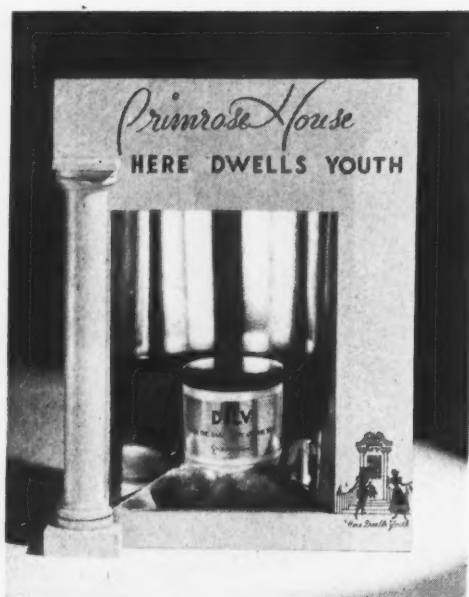
A process, developed for exclusive portrait work, opens possibilities for new life, form and character in displays, which gives promise of out-stripping the fondest dreams of its originator

PARAPHRASING the old adage "competition is the life of trade" to 1937 streamlined form, it might well read "competition is the stimulant of ingenuity." No more determined competition exists anywhere in American business than is found in the battle that is raging in every retail classification and section of the country, by product manufacturers, intent that their window, counter and showcase displays are the ones to be given the preferred display positions.

Certain it is that if the late depression served no more

useful purpose in our national growth and development, it unmistakably impressed upon the consciousness of all alert manufacturers the importance of the point-of-sale as one of the most logical and profitable locations for consumer cultivation, education and stimulation. Time was when the retailer and his assistants had time to chat with the leisurely and friendly customers who counted that day lost in local gossip that they didn't pick up some "choice morsel" about one of their neighbors in the course of their shopping at the store. But with the changing times retailers came to a realization that their existence depended more upon their ability to distribute products in profitable quantities, rather than news, so that present-day ears are trained on products and methods which will enable them to make money, faster and easier than before.

In the pursuit of this new line of thinking, store fronts and interiors have undergone "face lifting" operations.



Primrose House enable their counter display to do double duty, featuring the sculptured feminine subject one week, readily replacing it the next with a "shadow-box" display of the package. Added realism is given the hunting scene below by Sculptura treatment to the lithographed print

Open displays of ever-increasing and intriguing products greet the consumer on all sides and from all angles, and rather than being confused by this multiplicity of offerings, consumers literally revel in them, spending more time in window shopping and personally visiting stores rather than depending upon the time-saving habit of ordering things by telephone, which would rob them of the chance to see the new things on display. The ready availability of such wide varieties from which to make their selections has had a tremendous educational effect upon all classes of consumers. So that today while they buy more than ever before they have become more careful and efficient buyers. In the products they buy, therefore, they seek and favor those which are presented to them in terms of their own selfish needs and

desires. Illustrations and copy which dwell on the factory, whence a product comes from, its equipment and manufacturing methods employed, its age and personnel do but little in answering the natural question of the consumer: "What will it do for me?" But those products, which simply and effectively portray, in words and pictures, how the consumer will be benefited through possession and use of the article, are given preferred attention and build profitable sales for their sponsors during their existence.

By general observation and the consistent and persistent efforts of product manufacturers all classes of retailers have secured a corresponding education. The result is that the "trial and error" methods of old are being replaced with facts as to what products to carry in stock, which ones to feature, how to display associated items to induce larger unit sales, the influence of seasons and holiday events—in fact, all those things which are helpful in attracting increasingly large numbers of consumers into the store—and then converting their casual interests into definite, tangible and profitable sales. Profitable retail store operation makes it imperative that the owner knows the needs and desires of his customers and prospects; that in his selection of merchandise he properly anticipates what they can and will buy; that careful studies be made to display only those items which will appeal to the largest numbers—all to the end that consumers entering a store for wanted merchandise will not only be able to secure it quickly but cannot resist the urge to buy other items brought to mind because of their effective display.

Just as the retail store operator must make a choice between thousands of products offered to him for resale, so must he make a choice between thousands of displays which are sent to him, all supposedly designed to assist him in the sale of merchandise. A study of these display offerings will reveal a utilization of about every conceivable material: paper; paperboard; wood; plastics; metals and combinations thereof; in all sizes, shapes and colors; from insignificant ones costing a fraction of a penny to the most elaborate ones costing several dollars. Some of these are already set up or are readily assembled by the dealer. Many are straight displays, while others make a clever tie-up between the display





The *NEW* *NAPCONE

Cuts Display Costs!

An absolutely unique application of inexpensive materials, the Napcone* stands by itself as an effective device for window or counter display.

It is constructed from a single sheet of paper, lithographed on one side only and die-cut scientifically to stand as a rigid cone, supporting your product firmly. The Napcone* holds a can, a bottle or a rectangular package at an arresting angle.

It is amazingly simple to set up and eliminates expensive mounting, construction and easels. It can be shipped flat with your merchandise to dealer or jobber at little or no additional shipping cost.

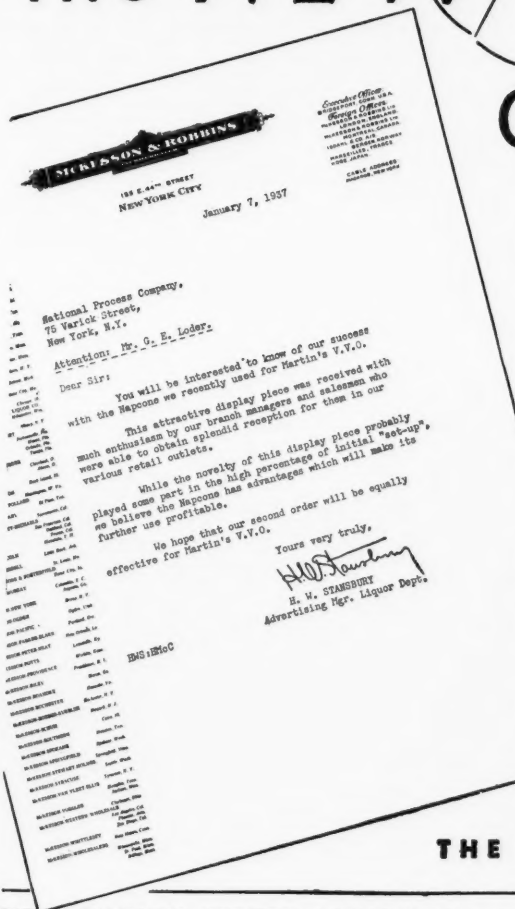
The Napcone* is a new and exclusive development by the National Process Company, Inc. Write or 'phone us today for further information. **Patent pending.*

THE NATIONAL PROCESS COMPANY INC.

75 VARICK STREET, NEW YORK • LITHOGRAPHERS SINCE 1912 • PHONE: CANAL 6-0366

FEBRUARY 1937

67



and the actual product. Some feature a single unit while others ask that the dealer give space to build a mass display. As to location, they are made to fit in windows, on show cases, counters and tables, hanging from the wall, on the shelves and even suspended in the air, hung from the ceiling or stretched on wires from one wall to another.

Obviously no dealer can use all of these displays. However he makes his selection to the best of his ability, his judgment resting largely on those which will fit in with the type of store he is operating, the class of consumers served, the nature of the product, its presentation in the display and its potential ability to sell goods, rather than simply occupy space. The position in the store where the unit is displayed and the length of time it is used will be dependent upon its performance, and to what extent it enhances the general attractiveness of the store. Being entirely human, the dealer reflects the attitude of his customers in a desire for frequent changes, and with the wealth of display material constantly sent to him, he can readily satisfy that desire. All of which means not that displays are expensive and unprofitable but that it is becoming increasingly necessary to design and build displays that will fit in with the retailer's needs and methods—displays that will effectively present products in terms that consumers will readily understand, appreciate and act upon.

In meeting this situation product manufacturers are particularly alert to new methods and treatments which will make their displays sufficiently different and attractive as to deserve and secure a prominent showing. While it is most natural to look at former displays and try to work out improvements on them, it sometimes happens that by looking in fields totally apart from display an idea may be gleaned which, by careful development, may be adapted.

A case in point is the adaptation of Sculptura to the field of display. Originally developed, about seven years ago, this process was used to give life and naturalness to portrait photographs. Starting with the negative, it was developed on a special type of paper which would withstand certain treatment, whereby a flat print could be molded or sculptured to bring out all of the features of the subject. Because of the skill required in this process, which had to be done by a specially trained artist and was a slow, hand operation, it was expensive, and consequently was confined in its use to portrait photographs of unusual merit. The lovely effects produced by certain feminine portraits given this treatment led to inquiries from a few manufacturers, whose products were for consumption exclusively by discriminating women, as to the possibility of adopting this idea to counter displays. The two major items which served as obstacles were the cost of the process and the length of time required in making them, which were quite impractical for commercial use. However the thought possessed sufficient possibilities for Milton J. Flamm, owner of the Sculptura process, to investigate further. He developed a system whereby the process could be applied to thousands of portraits rather than

just one, in a fraction of the time formerly required. Today Sculptura stands as a most useful process available to the manufacturer seeking an unusual and effective display treatment.

Briefly described Sculptura is a photographic sculpturing process, by means of which certain sections of a picture may be raised from the surface giving it a degree of realism otherwise unobtainable. While the process is best adapted to illustrations on specially treated papers, it has also been used on silks and canvas with a fair degree of success. Best results will be secured when:

1. The subjects to be treated are brilliant and sharply defined.
2. Preferably one subject or model in the picture is treated, although it can be done with a group of smaller subjects, such as two hunters on horseback with a pack of hounds.
3. The subject treated dominates the display.
4. When color can be injected into the sections treated, either by air brush, rubbed-in oils or regular brush work.

In the course of the Sculptura process the pictures are treated so that they are given a permanent finish, which may be renewed by simply wiping off any accumulation of dust with a damp cloth. During the late Presidential campaign pictures of two of the candidates were treated with the Sculptura process and used as outdoor truck posters, being made 23 in. X 27 in. in size. The fact that they served this purpose, being subjected to varying atmospheric conditions attests to the permanency of the finish which is applied.

In addition to the displays shown with this article, the process is being successfully used on quite a variety of products, two interesting applications being: (1) as tops for candy boxes, the Sculptura subject being so fashioned that after the package has served its purpose as a container, the top may be removed and serve as an attractive picture; and (2) a manufacturer of variable speed devices has taken large pictures of his three principal mechanisms, had them processed by the Sculptura method, and is now using them as traveling displays. The raised sections serve to show the various important features and facilitate demonstrations, without the necessity of shipping heavy machines from place to place for a day or two's exhibition.

Any subject, whether printed, lithographed, photographed or reproduced by the silk screen process, which will benefit in its display value by being given shape and form, may be treated with the Sculptura process, quickly, effectively and economically. While considerable progress has been made, in the short time the process has been available, its adaptability in enhancing packages and displays of all kinds cannot be said to have done any more than indicate how it can be used, a fact which will be developed further as more product manufacturers sense the salient opportunities existing for them in capturing the third dimension and putting it to work gaining attention, stimulating interest, building desire and paving the way for spontaneous buying.

METAL *Displays*

Designed and Manufactured in Color
Lithography for National Advertisers in
all Merchandising Fields.



MANUFACTURERS • DESIGNERS

ADVERTISING METAL DISPLAY CO.

FACTORY & GEN'L OFFICES—125 GREEN ST., CHICAGO
EASTERN BRANCH—2 EAST 23rd ST., NEW YORK CITY

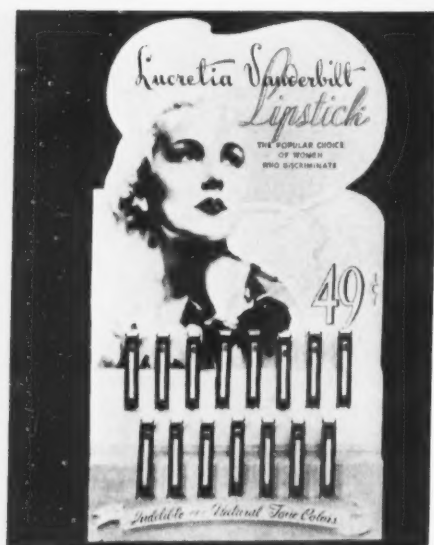
• REPRESENTATIVES IN PRINCIPAL CITIES •



ADVERTISING DISPLAYS

GALLERY OF

Features of the Smith Brothers Cough Syrup display are: metal foil mirror giving double reflection to package and red arrow tying-in to the current "cough zone" copy theme. Designed and lithographed by Einson-Freeman Company, Inc.



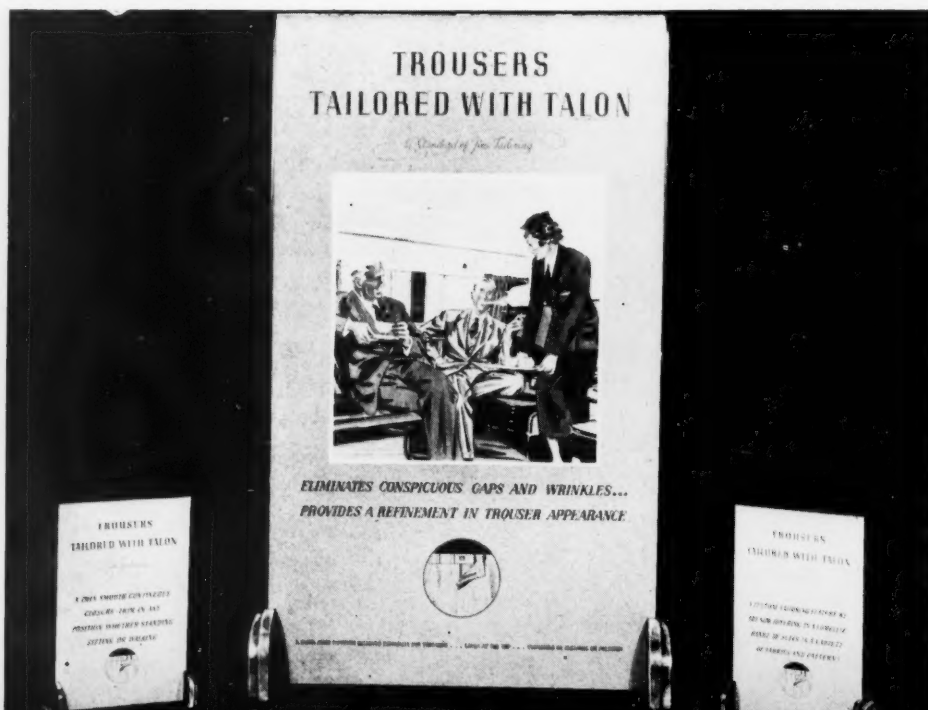
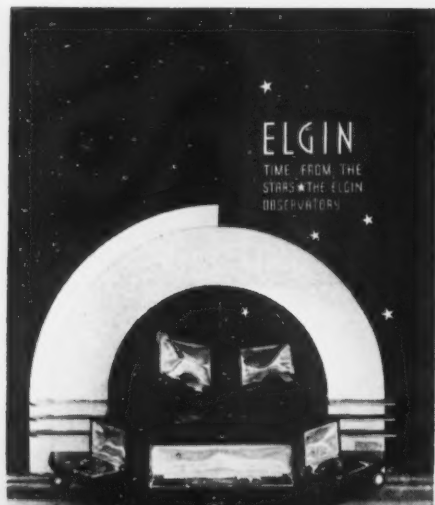
Fifteen Lucretia Vanderbilt lipsticks, in five popular shades, are displayed on the five-color counter card which is reported to have helped increase sales materially during recent months

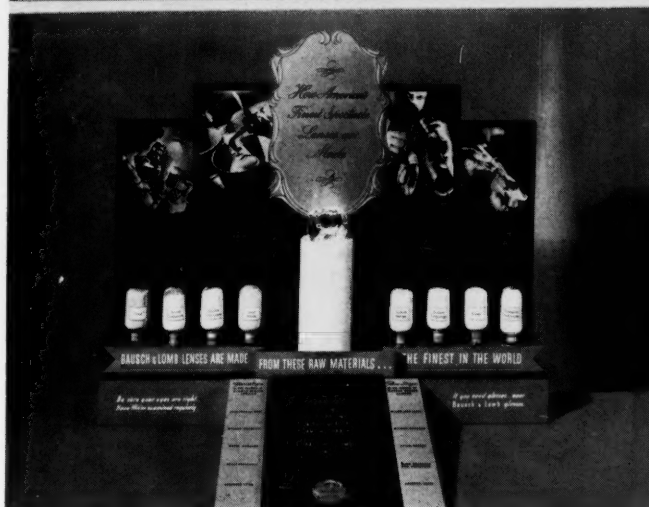
A new application for a counter display basket—a successful jumbled display of two sizes of handy Miller's Falls screw drivers. Created and produced by The Forbes Lithograph Company



A battery-driven turntable provides animation for the DeLuxe Elgin wooden display which is rotated among dealers, being protected by a special velour lined shipping case. Beautifully finished in lacquer colors. Designed and manufactured by Kay Displays, Inc.

Correctness in men's appeal for the air traveler is stressed in the distinctive cork window display being used by Hookless Fastener Company, makers of "Talon" Slide Fasteners. Copy is imprinted in lacquer colors. Kay Displays, Inc., created and produced this unit





Four exquisite window displays, loaned to quality retailers for a single week's showing, form a major portion of the store promotional program of Bausch & Lomb, makers of optical goods. They are made of fine materials such as three and five ply veneers, finished in Egyptian lacquer colors and are equipped with oil paints, photographs, lighting and mechanical effects. "Itinerant" displays, such as these, are anticipated by discriminating retailers who welcome the opportunity of using them because of the character and atmosphere they give. Each is fitted in a small traveling case. Designed and produced by W. L. Stensgaard & Associates, Inc.

Gracious ease and restraint, in the treatment of a delicate subject, characterize the Norforms counter display. The sketches by Hans Flato are done in sepia monotone forming an effective complement to the light blue packages displayed. Designed and lithographed by Einson-Freeman Company, Inc.

Old Mr. Boston Rock and Rye finds its greatest popularity in cold, windy weather. A strip of actual colored wool, simulating a muffler for the young man shown on the counter display, gives it added interest and appeal. Produced by The Forbes Lithograph Company



THE WINDOW DISPLAY'S "LITTLE BROTHER"

THE GIANT PACKAGE has won quite a place for itself as a display, or as part of a display set-up. But, at the other end of the display spectrum, the miniature package and the miniature display are seldom seen. The reasons for this neglect are hard to discover. It is true that the miniature display unit offers a definite challenge to the designer, who must compensate for the smallness of his display by concentrating attention-value in its minuscule form. Yet, to counterbalance this difficulty, the fact remains that midget size, of itself, is a sure means of attracting attention, particularly in a display world where everyone else seems to be competing in the use of more and more boxboard, wood and metal.

Unbalanced by disadvantages, the miniature display has some points of outstanding desirability, chief among which is its dealer appeal. After racking his brains, trying to find space for dozens of larger and larger displays, till they seem to grow like Alices in a cardboard Wonderland, the average druggist or grocer greets the miniature with a sigh of relief and, naturally, places it in a preferred position.

Again, the miniature has another effect upon the consumer, which is distinctly desirable from the point of

view of arousing interest in the product. This effect is somewhat similar to that of the motion display, inviting close inspection because the unit arouses curiosity. In the case of the motion display the potential consumer comes closer to find out "How does it work?" In the case of the miniature display he, or she, asks, "What is it?" The effect, in either case, is the desired one of subjecting the message and the product to close scrutiny.

A particularly successful miniature display was recently introduced by the makers of Modess, in conjunction with a larger unit, which was identical in design. Curiously, the use of the miniature was not at first contemplated, but a small scale model was made by Einson-Freeman Company, Inc., to show President Thomas E. Hicks, and other executives of the Modess Corporation, what was proposed for the larger unit. The effectiveness of the design was instantly apparent to Mr. Hicks, who proposed the use not only of the full sized unit, but also the baby size, matching the model on his desk. For in this miniature he saw not only the advantages to be gained on busy drug store counters, but the added effectiveness of a display which all Modess salesmen would carry with them, capitalizing on (Continued on page 81)

The large and impressive window display performs its job outside the store, while its little brother, working on the inside of the store, shows how to "end accident panic" by the objective of both—an immediate purchase.

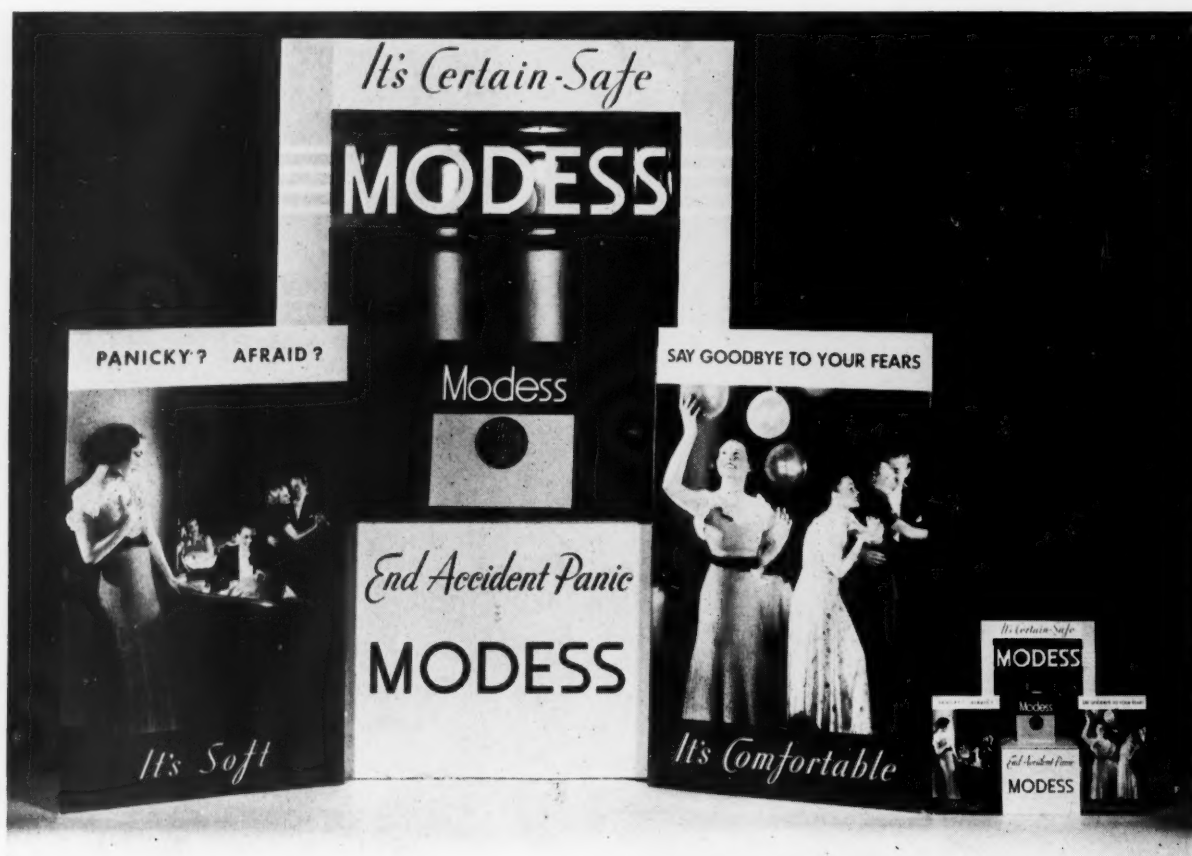


Photo Courtesy of Einson-Freeman Company, Inc.

Pacovins

HAND CREAM

...FOR LOVELY

YOUTHFUL HANDS



10¢

COPYRIGHT PACQUIN LABORATORIES CORP.

CREATED and LITHOGRAPHED *by* FORBES

A STRIKING DISPLAY



★ "the season's finest."

Pacquin
LABORATORIES CORPORATION
101 WEST 31ST STREET NEW YORK

January 12th, 1937.

Mr. William S. Forbes,
The Forbes Lithograph Co.,
P.O. Box 513,
Boston, Mass.

Dear Mr. Forbes:

Yesterday my associates and myself saw for the first time the finished PACQUIN HAND CREAM window card.

A review of the development of the idea and the printing of these cards prompts me to confess that we asked you to use unusual speed in the production of the order.

In our opinion, due to the splendid co-operation of Walter Brown and the personnel of your plant, the short amount of time allowed for the production of the job was competently utilized to the fullest possible capacity.

Allow me to thank you for the courtesies extended to me while at your plant on my recent visit, the fine enthusiastic help of your organization, and finally, for the beautiful reproduction of an unusually compelling design which has already resulted in comments from our customers to the effect that this PACQUIN HAND CREAM card is the season's finest.

Again, with thanks, I am

Cordially yours

John H. McShane
J. H. McShane, President
PACQUIN LABORATORIES
Corporation

JHM:GG

WHETHER your medium be a DISPLAY, a POSTER, a BOOKLET or a PACKAGE INSERT . . . modern creative skill combined with judicious and effective use of COLOR will give YOUR advertising maximum punch and pulling power. ★ Consult FORBES for striking creative effects, and color lithography that will enhance ALL your display advertising.



1862-1937

THE SHOP
BY THE SEA

CREATIVE LITHOGRAPHERS FOR SEVENTY-FIVE YEARS

FORBES

LITHOGRAPH CO.

P. O. BOX 513 • BOSTON

NEW YORK • PHILADELPHIA • ROCHESTER • CHICAGO • DETROIT • CLEVELAND



GIVE THE PAPERBOARD DISPENSER A CHANCE

by WILBUR F. HOWELL *

THERE is one line of advertising and merchandising material in which as yet there is little competition. Attractively designed cartons fight valiantly for space on the dealers' shelves; counter space is so limited that there are more counter displays than available counter space; and now the popularity of corrugated floor displays is making inroads upon the remaining floor space. But the paperboard dispenser has not yet come into its own!

In a recent survey among grocery stores scarcely any were using more than one dispenser, and plenty of up-right divisions between the sections of shelves were available for this sales help. This is an opportunity which should not be missed.

It is store modernization which has opened up this opportunity. Counters are now curtailed to a minimum, and shelves are opened up to the buyer, encouraging him to wander among the open shelves and select his needs. The elimination of counters gives the consumer a better view of the merchandise and a chance to handle, inspect and study it. This modern arrangement also gives the dispenser a break.

There are numerous kinds of dispensers available today, some of which are illustrated in this article. One of the most effective types is the one in which the open aperture at the base is immediately refilled when a package is extracted. It is possible to replace the package

withdrawn—but it is much easier to take it out than to put it back in the dispenser. There is a powerful urge in all of us to try a trick device, such as this. At the same time, nearly everyone is timid about admitting this instinctive curiosity. So, I venture to say, nine times out of ten an article taken from the dispenser is solidly sold when it leaves the dispenser. Vending machines and dispensers of all kinds are very popular abroad, where selling is more of an art and the most subtle mental reactions must be studied with care.

These dispensers are especially useful for sampling, or for the sale of trial packages. They are effective for the dispensing of products of small bulk, and for round packages which are apt to be inconspicuous when arranged on the shelf surrounded by more imposing units. More products are adapted to this sales device than we realize offhand. One is the little-used product, such as paprika, certain spices, colorings, etc. These products are often bought because of the forceful suggestion of a dispenser, and this suggestion is usually not forthcoming in the ordinary sale of the product. Products of this kind, because of their infrequent sale, are relegated to a drawer, bin or unimportant corner of the shelves, and the grocer seldom thinks of them in his suggestions to customers.

While the six dispensers shown in the one illustration are more or less of the same construction, that is, they are designed to be hung up (*Continued on page 80*)

* Secretary, Robert Gair Company, Inc.



THEY BUY WHAT THEY SEE

by M. C. COLEMAN*

IF A PACKAGE'S sole function was to act as a container, any bottle, any can, any box would do. But in modern merchandising the mere function of a package as a container is completely subordinated to that of *product identity*.

Every bottler, canner and packer now does everything artistically and scientifically possible to individualize his package. It must stand out from his competitor's. It must be readily recognized by the potential purchaser. It must be easily remembered by the consumer. It must readily adapt itself to counter, window and shelf display by the dealer. And when all the foregoing *musts* have been accomplished, the packer has still solved only one-half his problem. The consumer must then be thoroughly familiarized with the package by having it firmly impressed on the screen of his mind.

This is the function of a very special phase of advertising—*pictorial repetition*. It is not enough that an easy-to-remember package be created. The package must also be persistently and dramatically displayed so

*Manager Research Division, Street Railways Advertising Company.

that its mere appearance in an advertisement, window or shelf becomes an instant reminder of the product.

When we were very young, we learned the names of things and people through endless repetition. Buying habits are built the same way; repetition builds reputation; together they bring sales. Who of us has not seen a little child go into a grocery store, point to an item on the shelf far above her head and say, "My Mommy wants some of that up there in the big blue box." The child may not remember the name of the manufacturer, or the name of his product. But she does remember what the package looks like through day-to-day familiarity with it on the shelves of her mother's pantry.

Smart packaging will not only move the product off the dealer's shelf, but will also keep selling it in the home. For it is only when the contents are *all used up* and a repurchase is made that the original sale is fully consummated and justified.

If it were possible to place before every consumer a plate piled high with toasted sandwiches of rich, mellow

cheese and crisp lean bacon alongside a steaming cup of coffee, the almost irresistible appeal aroused by such a delectable vision would make most everyone want to try them. Then if a bright, colorful cheese package, coffee can and bacon container stood beside the plate, the sales story would be complete.

An impossible dream? Yes, but car advertising enables the packer to do the next best thing. Through its big size—11 in. x 21 in.—he can picture his package in exact size and color, and appealingly illustrate his product in use—*assuring both product and package identity.*

During a recent investigation to determine the comparative sales volumes of two competing items in the food field, our investigator asked a New York grocer which of the two was moving the faster. Pointing to his window, the storekeeper replied, "Why the one in my window, of course. Everything I put in my window moves. They buy what they see." Unwittingly this storekeeper had epitomized the most compelling force in modern retailing in a few simple words, "They buy what they see."

If it were possible for dealers to always display a specific product in their windows, that product would not have to use any other form of promotion. However, manufacturers shower the storekeeper with display material by the carload. Of necessity, most of it must be thrown out unused. The store has only two windows, sometimes one, to use for display. Naturally best sellers get preference. But there are dozens of best sellers distributed among its stock. Consequently, any best seller can only be displayed in its window part of the time. Then it must be removed to make room for other best sellers.

For over forty years, leaders in the drug, food, cosmetic and beverage fields have used car advertising to solve their product and package display problems. Nearly every leader in these fields has used or is now using car advertising. Alka-Seltzer, Iodent Toothpaste, Wrigley's Gum, Colgate-Palmolive Peet, General Foods, Mueller's Macaroni, Chesterfield Cigarettes, Oldetyme

Distillers, Hershey's Chocolate, White Rose Tea to mention only a few. Because through car advertising's thousands of show windows these producers of mass products obtain the package display they need to attain *volume sales*, securing package display not once a week or month, but *every day*. Millions of consumers see their show windows everyday!

Moreover, their dealers understand this form of advertising because they see it in operation with their own eyes. Car advertising needs no ABC statements or Crossley Reports to convince them that it reaches the masses. Packed street cars and buses pass their stores all day long.

Flexible as a newspaper, through car advertising an advertiser can feature winter copy in the North and summer in the South, bolster weak markets and retain established ones. It can be used to cover the entire nation simultaneously, or to introduce market by market a package or price change.

All mediums have their place in the advertising picture, but most mediums leave gaps which car advertising's persistent twenty-four-hour-a-day effort will effectively close. For car advertising will keep selling when the radio is silent, billboards are dark, when newspapers and magazines lie neglected and the mailing piece is gathering dust on the shelf.

Adding *color* and *size* to the newspaper's reproduction of packages in black and white.

Visualizing the radio's verbal message.

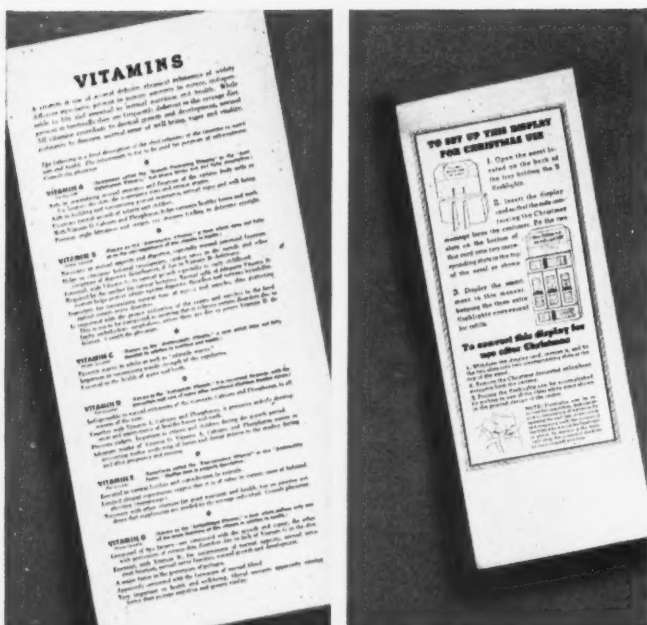
Acting as a daily reminder to the magazine's monthly or weekly announcement.

Constantly keeping the manufacturer's package before the eyes of his audience.

Reproduced in accompanying illustrations are car cards employed by leading advertisers to familiarize consumers with their products and packages, through showing the package in actual size and color and the product in use to the largest group of consumers gathered at one time anywhere—*while they are passing or stopping at the very doors of the stores in which their products are sold.*



CAPITALIZING THE BACK OF THE DISPLAY



Upper left: Storage cabinet of Abbott counter display from which vitamin products are dispensed. Lower left: enlargement of dealer instruction card, slipped into holder on cabinet door, giving special data on vitamins A-G. Upper right: back of Eveready Flashlight counter display. Lower right: instruction label on back of display stressing holiday and after-Christmas use of this semi-permanent flashlight display

IF YOU ARE a user of window, counter and floor displays you are aware of two ever-present facts. First, that well-planned and properly displayed units at the point-of-sale do produce tangible and profitable results. And second, that as more and more manufacturers use this medium of getting their goods out on open display, there is competition set up for space in the retail store.

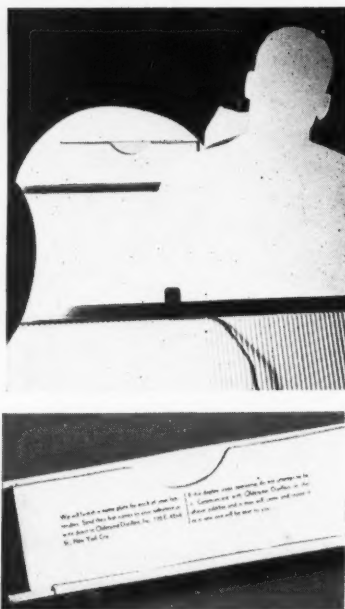
The initial approach to this problem of creating a display which will prove profitable can best be done by viewing all display units from the retailer's viewpoint. Reduced to its simplest terms the reason that retailers

are in business is to make money. Investments in leases for well-located stores, in store and lighting fixtures, show windows and display cases, training courses for retail clerks and widely diversified lines of merchandise are justified in so far as they help retailers gain their primary objective—to make money.

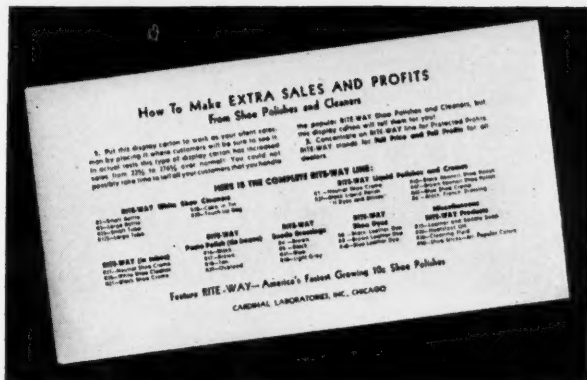
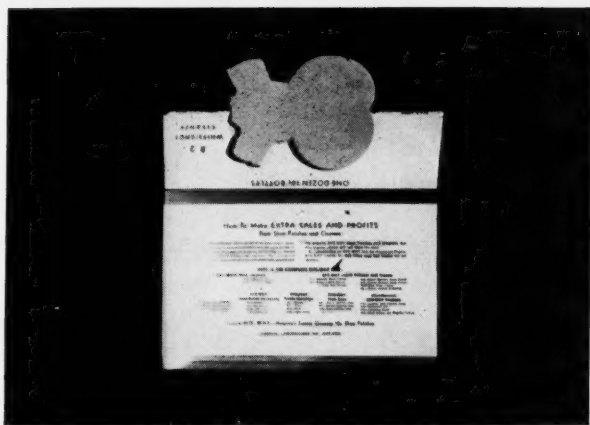
Consumers judge things by their ability to satisfy their appetites, flatter their vanity or contribute to their general good health and well being. Retailers judge everything offered them in their stores on their appraised value and their ability to assist in the all-important task of attracting consumers, making sales and profits.

Therein lies the key to success in the use of displays. Size and shape will be determined by the amount of space which may reasonably be given to the display of the particular product. Colors and copy will be used as interpreters of sales ideas, those "reasons-why" consumers will find satisfaction, above the purchase price, which will stimulate them to immediate action. The display which is built with the needs of the retailer in mind, that has a definite mission to perform, and does it, will be welcomed and profitably used by a large percentage of present-day retailers, regardless of their retail classification or location. The merely beautiful display which is seen and admired, but sells no merchandise must give way to the display that presents the product's virtues in such terms that consumers stop, look and buy the product!

One factor, however, that is all too often completely forgotten when displays are devised, is that involving the use of the back of the display—a portion invisible to the public but most visible, at one time or another, to



Back of "Green River" whiskey motion display, incorporating special offer to furnish personalized badge for each bartender



Top: Back of Rite-Way white shoe cleaner display. Second illustration: enlargement of merchandising message to dealer on how to make extra sales and profits by selling complete line. Third illustration: rear view Master Lock display which illustrates and offers other excellent display units. Bottom right: directional data on back of Red Cross Shoe window display insuring proper setup complete with featured merchandise

the clerks who service the products after the display has interested the public in them.

The most obvious, and most general use of the back of a display—particularly in the case of large and complicated window displays—is for the printing of instructions as to the proper method of setting up the unit. If a display is particularly attractive, if the product is one that naturally commands display space or if the display has been requested by the dealer, it will suffice to merely present bald instructions of the "Lock slot A into slot B" type. However, in many instances, the dealer is

confronted with the alternative of reading and puzzling out instructions for setting up a unit and—on the other hand—saying "To blazes with it" and throwing the display unused into the cellar. In such instances, it is often a major factor in inducing the use of the display to combine instructions with a strong selling story—a story designed to convince the busy clerk or dealer that this display, above all others, is worth the effort to set up.

Such copy will, of course, vary with every product. It may take the form of a simple slogan about the ease with which the display may be set up. It may, on the other hand, go much farther and prove to the dealer that he can't afford to ignore the particular unit by citing sales derived from the display in competition with previous ones or in test stores. But, whatever the manner or wording, the object is well worth trying for—namely, convincing the dealer, at the moment when conviction is most important, that this particular display simply *must* go into his window or on his counters.

Particularly in the case of window displays, another use for the back of the display is often of value. This takes the form of instructing the dealer in the building of tie-in or associated merchandise displays for counter use. Again copy may vary, generally taking the line of pointing out that the display will produce business which may be signed-on-the-dotted-line by positioning the merchandise in the store near the cash register or at some other advantageous point. While not every dealer, by any means, will act upon this sort of suggestion, many can be counted upon to take it very seriously. This is particularly true when the merchandise is of a type shipped to the dealer in display containers or convertible display cartons.

A third form of usage for display backs—particularly applicable to the counter display—takes the form of selling instructions to the clerk. Great use has been made of this type of copy in the case of a number of firms in the cosmetic industry. Clerks are given regular sales talks for delivery to the consumer, the talks being broken down into selling points, easily read, as reminders, while servicing the potential purchaser at the display. Yet, in many other fields, there is no reason why this or similar types of instruction should not be placed in position on the back of the display where the clerk cannot help but read it. It is important, however, that such instructions be made as short and as explicit as possible and, preferably, that they be illustrated with simple diagrams whenever the product is of a type demanding demonstration as part of the selling operation.



In the case of window displays which cannot be expected to command a complete window, exclusively for the product they display, better position can often be obtained by placing upon the back of the display a few illustrations of suggested window mass-displays, built around the main display as a central focal point of interest. Dealers and clerks—as well as professional display men—are susceptible to suggestion, particularly when the suggestion seems to be at least as much in the interest of the dealer as of the manufacturer. Thus, many dealers who might place a display in other than a prime position, will tend to follow these suggestions for their entire window, particularly the one about giving the display preferred position.

Here again, showmanship plays an important part. While outline drawings may be effective, illustrations of windows set up by other dealers in the same line will often prove more effective, particularly if they cite figures as to the sales derived from the entire window and from the display unit. In planning such windows, it is well to show related articles rather than a mere jumble of merchandise and to sell the dealer, in the copy, on the value of such a related, seasonal or occasional display.

Another use to which the display back might profitably be put is as an advertisement for the next display to be offered the dealer. A mailing card may be attached to the back of the display in conjunction with copy offering the new unit and suggesting that the dealer mail the card before installing the display so as to be sure to get the new unit when he is ready to replace the old. The dealer, at the time of inserting a display in the window, is in the best possible frame of mind toward the company—a frame of mind which will lead him to consider the next display, particularly if its seasonal value is sold to him in short, convincing copy.

In the case of counter displays of the more permanent sort, the principal object of back-of-the-display usage—apart from the instruction of sales clerks—is to promote the longevity of the display itself. Dealers and clerks frequently tire of a display long before it has outlived its usefulness as a sales agent. To overcome this tendency, some manufacturers place upon the back of their counter displays charts, price scales of various sized films, color charts for dyes, and other information of convenience to the sales clerk or dealer. Thus, when the impulse arises to dispense with the display, the usefulness of the information on the back acts as a deterrent. The exact information to be used will vary with each field.

In the case of meat products, such as bacon, it may take the form of a price scale for individual cuts of beef, adjusted to various prices for the sides of beef which the butcher purchases. In the case of drug or cosmetic displays it may take the form of suggested prices for frequently ordered prescription items. The auto supply dealer may be interested in data regarding replacement parts for different makes and types of cars. And so with every field, the one important fact to remember is that the information must interest the dealer. Thus, often, such information need have no direct relation to the product displayed, although, of course, when such a

direct relation can be established, as in the case of an oil-weight chart for an auto-oil display, this is much to be preferred.

Another method of increasing the life of a counter display involves the inclusion of some device in the back of the display of particular usefulness to the sales clerk. In the case of more expensive and elaborate displays this may take the form of a drawer into which the clerk may place personal belongings or tips. At a soda fountain, sometimes as simple a thing as a towel hook may serve the purpose.

Thus it will be seen that, unimportant as the back of the display may seem, it has six definite possibilities for useful service:

1. Instructions for properly and easily setting up the display without having to try and figure it out
2. Suggestions for building displays of associated items, both in windows and on counters, which will result in larger unit sales for the dealer
3. Selling points for clerks to use in answering questions of consumers and making immediate sales
4. Illustrations of complete windows, with the display unit in the central position, which have been successfully used by other retailers
5. Post card announcement of next display, which may be had by simply tearing it off and sending it to the manufacturer
6. Generally useful information to the clerk, which may or may not be directly connected with the product displayed, but which because it is so useful tends to keep the display retained for a longer period than might be the case without it.

Such service may be derived at an extremely low cost. Either the back of the display may be printed in one or more colors, when the unit is manufactured, or a label made on coated stock may be printed carrying the desired information. In the case of metal displays, where the backs are lithographed or painted to prevent rust, such information may be either placed on a label, lithographed on the back panel or applied by means of a decalcomania, the choice depending usually on the number of units manufactured at one time.

Peripheral Vision

"When Guz and Alley Oop were the Moguls of Moo dinosaur dodging had long since become a deep-rooted instinct. During the previous millenia the fear of fleet-footed monsters had naturally developed an instinctive ability to quickly see and sense the presence of anything moving at an angle of 90 degrees on either side of the pre-historic nose. To be unaware of the stationary and yet to be made instantly aware of a moving object, within a range of 180 degrees, is what scientists term peripheral vision. And that ability is a heritage of everyone with normal sight. It is one of the principal reasons why a motion display is far more effective than the finest still display."

Having thus laid down (*Continued on page 80*)

LES PARFUMES FAURE ON DISPLAY

ONE of the most progressive industries, in so far as investigating, testing and adopting modern packaging methods is that one which seeks, as its ultimate objective, the enhancement of feminine charms—the makers of perfumes. In fact, it is safe to say that the packaging of all consumer goods has been immeasurably helped and stimulated by the example they have set in the merchandising of their luxury products.

These pioneering efforts have taken readily available materials and processes, and through new applications and combinations, have achieved results that are both eye-appealing and purse-compelling. Even a hasty study of current perfume offerings will convince the most skeptical that no single merchandising effort rates as high in potential sales-building power as real improvements made in the package.



Prior to the purchase, the outstanding consideration will unquestionably be eye-appeal, which carries with it the arresting of the consumer's attention, either through illustration or text, or a combination, with a story of selfish interest to her. This can be best accomplished by showing in some fashion what possession and use of the product will do, either in making her

more popular, enabling her to be in style, to be attractive to the opposite sex or to possess a satisfying feeling of being well groomed, the sum total of which leads to the decision to buy. In the more expensive perfumes there is present the basic desire, found in all items purchased primarily for gift purposes, that of impressing upon the recipient the skill, care, generosity and rare good taste of the giver, in making that particular and individual gift selection. Ostentation—the desire to impress other people—unquestionably is a factor to be definitely reckoned with in the designing and planning of gift items.

But while the exquisite packaging of rare perfumes, which sell at several dollars per dram, is an interesting subject, a much wider field is represented by somewhat similar products which sell for well under fifty cents per unit. In the merchandising of such products, packaging for gift purposes plays but a very unimportant role, if it is given any consideration at all. The desire to be in style, and to enhance one's natural beauty, is not something that can be measured by tangible assets, or social position, hence attainable only by those who live in luxurious idleness. Rather is it the prized possession of the masses, who are just as style conscious, and followers of their more fortunate sisters, in their dress and accessories, as their incomes will permit. Even if they cannot afford the truly expensive odeurs, for their own use, they need not go without anything, for ample provision has been made for their price-limited requirements, their purchases making up in total volume what they may lack in size and value.

Surprisingly good imitations of the more expensive perfumes are offered, packaged in attractively feminine bottles, small enough and well suited to be carried in a

To meet a problem in the merchandising of moderate priced perfumes—that of effectively displaying the merchandise in a manner which would meet favor with retailers and consumers alike—the counter display illustrated was used. Occupying minimum counter space and encouraging examination and self-service are among the aims accomplished

handbag. Because of their comparatively small unit price they sell by the thousands, in all types of retail outlets, bringing untold satisfaction to feminine vanities.

A popular practice in merchandising these moderate priced perfumes is to mount them on a card, which is suitably printed, and when placed on the counter encourages spontaneous sales. While this serves the purpose of encouraging rapid self-service there are limita-

tions within the use of display cards for this purpose. Thirty-six bottles, which is the customary sales unit to the dealer, mounted on a single card occupies an amount of counter space which is disproportionate to the importance and profit-value of the item to the average dealer. Even though the card is prominently displayed, when it is first received, as soon as a few flacons have been sold it is not uncommon to find that the remaining bottles have been removed, the card thrown away, thus giving the display an exceedingly short life. And to the extent that the unsold bottles are placed in drawers or bins, hidden away out of sight, their sale is retarded, proving unprofitable both to manufacturer and dealer.

In meeting such a situation, endeavoring to rectify it, the Laure Company, makers of Les Parfumes Faure, found a simple and practical way, through the use of a counter display unit, made of folding boxboard. Thirty-six attractive glass flacons, topped with red, green and purple plastic closures, with tassels to match, are packed in a display container of standard construction, packed six in a row, and six rows deep. A false bottom, die-punched with thirty-six holes, acts as a base or support in which the small bottles are held erect, and firmly in place. The die-cut cover opens up and is folded back for display purposes, the tuck fitting behind the back row of six bottles, where it is held firmly, allowing the display panel to stand erect. Printed in a pleasing blue-green, the design features four feminine heads whose eyes and noses are focused on a bottle of Parfum Faure, held in the center of the display panel by a metal clip. By cutting away the front panel of the display container an attractive presentation of the thirty-six flacons is made, with their colorful tops and tassels, leading naturally to the main display panel where proper name and price information is given, as well as copy descriptive of the product.

Dealers the country over have expressed their approval of this type of packaging, finding that it uses a minimum of already crowded counter space, gives attractive display to popularly priced and readily purchased items, encourages examination and self-service and presents a number of related products in neat and orderly fashion. This complete unit was planned and produced by Brooks and Porter, Inc.

Peripheral Vision

(Continued from page 78) the premise for his argument, I. L. Cochrane proceeds in his new book—Display Animation—to cover, in a particularly interesting style, the fascinating subject of motion displays.

Animation applied to window and counter displays is a relatively new industry. Up until quite recently it has been in the hands of a few professional studios and many amateurs. The industry boasts of no real trade literature or even a guiding set of principles. While product manufacturers have manifest interest in motion displays there have been many uncertainties, hundreds of displays failing to work as they were supposed to. But almost overnight the industry has blossomed into matur-

ity, with certain results assured to replace the hit-and-miss trials of the past.

In this first "year book of motion displays" the author has pioneered in the collection, arrangement, illustration and annotation of the ideas and methods available and in use in the wide variety of motion displays. While almost any type of motion can be secured, these are divided into five major groups: vibrating, oscillating, indexing, slowly rotating and fast rotating. The activating or motivating powers are fully described in the mechanical section which deals with vibrators, fans, pendulums, solenoids, Geneva gears, batteries, thermostats, rheostats, flashers and specially made motion display motors.

This book further devotes special sections to service selling motion displays used in the electrical appliance field, those for department and drug stores, special exhibition displays as well as itinerant displays which, equipped with practical mechanisms, must undergo long usage and difficult service conditions. Package users will find the illustrations and descriptions pertaining to cardboard motion displays interesting and provocative.

Since an exchange of ideas is the corner stone of sound growth, all manufacturers can benefit by having information as to what the other fellow is doing, which can be quickly gathered in "display animation." Copies may be secured from the publishers, Reeder-Morton Publications, 151 Fifth Ave., New York, at \$5.00.

W. F. D.

GIVE THE DISPENSER A CHANCE

(Continued from page 73) each having an aperture near the base from which the contents can be removed, allowing the aperture to be refilled by gravity, and so serve several merchandising functions. In the case of the White Rose tea ball dispenser, a round tin can containing eight tea balls is sold, and in the Wilkins tea ball dispenser a carton of fifteen tea balls is dispensed. In both of these cases, the unit is rather small and is a trial package, which if liked, will probably induce the buyer to purchase a larger sized package. The Ehlers and Hudson Tea Company, paprika dispensers, sell a regular size package, this being a product which is bought in smaller quantities. The La Rosa dispenser prominently displays a special brand of paste, and makes it possible to sell it for a special purpose. Without such a dispenser this product would have to compete with many standard varieties of paste products. The handkerchief dispenser carries a standard product and is simple, in construction.

In the "Justserv" dispenser, a rather difficult problem has been solved. This dispenser carries 100 one-ounce bags of chocolate powder for making hot chocolate. The contents are so heavy that the usual one-aperture dispenser would not serve—first, because the weight is so great that the individual envelopes could not be slipped out easily and, second, because the envelopes would be damaged by the great weight in shipping, if placed in one container. The box is therefore divided into two equal parts, halving the weight, and has an aperture on

both the front and the back panels. When the top half of the box has been dispensed, the carton is turned upside down, and the other aperture opened for dispensing.

We have attempted to describe only those cartons which are automatic vendors, and have not included baskets, counter displays, floor displays and other devices which dispense merchandise, but are of different construction and are suitable for other parts of the store.

Every shelf in a retail store is crowded with merchandise, all available counter and floor space is used for the display of wares. So why not use every upright division between shelves, and other exposed wood, for the display of an attractive, inexpensive but effective paper-board dispenser?

THE WINDOW DISPLAY'S "LITTLE BROTHER"

(continued from page 72) the effort to see that dealers were well stocked, which was difficult if not impossible to do with a full scale sized window display.

Born thus, by accident, the miniature went into the field designed as a supplementary unit to accompany its big brother, and to be used, largely, as a point of contact reminder inside the drug stores, on the counter. However, again displaying its appeal, numerous units found their way into the show windows. When questioned as to the effectiveness of the small unit, a number of chain and independent druggists pointed out that it actually increased the drawing power of the entire window, for people came from the far side of the sidewalk to see what this little thing was.

Both displays are identical in design, consisting of a stage effect, with a curved, iridescent blue-foil cyclo-ramic background, and a package of Modess centered half-way upstage. In the large unit, the package is a real one. In the smaller unit, the stage floor and package are formed from the same piece of board, folding back from the main panel. The proscenium of the stage is die-cut, with the product name—Modess—reproduced in white and, seemingly, supported by two white rods which are actually part of the die-cut board panel. On either side of the stage are two full-color illustrations, presenting the copy theme, and made of the same board. In the case of the large unit, these are hinged so that they may be placed at a slight angle to the main stage. In the miniature unit hinging was found to be unnecessary.

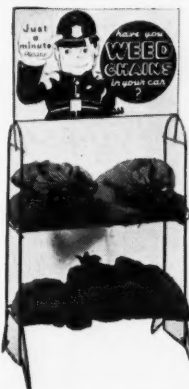
Both displays fold flat, and are easily assembled, the miniature, in particular, being notable for its economy of material and ease of assembly. It consists of only two pieces, the die-cut front panel which contains the floor of the stage and the reproduction of the package, as well as the full-color illustrations, and the back panel of blue foil, which is supplied already attached at one end and with a gummed strip for cementing, when the unit is set up prior to insertion in the store window. Thus, in both cases, elaborate three-dimensional effects are obtained at low cost, and with the simplest possible assembly operations.

*Send for
your free copy—*



A Display Rack Manual Which Includes:

Actual Case Studies with names of users including:
"Doubling floor covering sales . . . 50-100% more packaged floor business . . . Increasing off-season sales by 10% . . . Overcoming 2-Way sales resistance, etc., etc." Also percentage of increased sales of 8 nationally advertised lines due to better display . . . and other important merchandising data.



Skid Chains in Floor Display
DW1223

bottles, packages, cans, bags, odd shapes and many bulk products.

UNION STEEL PRODUCTS CO.
521 Berrien St., Albion, Michigan

We believe every manufacturer and counsel in the distribution of displayable goods will profit from this publication "How To Attract Buyers." Your copy will be mailed on request.

Union Steel Products is the leading manufacturer of steel display racks for goods packaged in



Men's Socks Stand Up For
Favorable Attention DW1205

union Display RACKS

SHOW OFF THE GOODS

"Quality Pack"—Theme for Canners Convention

The National Canners Association met in Chicago during the week of January 25 and elected as president for 1937, Ralph O. Dulany, of John H. Dulany & Son, Fruitland, Md. With "Make *Quality* the Pack Word for 1937" as its coined slogan, the association put on what was probably its biggest and most elaborate show at the Stevens Hotel. The attendance, hampered by the prevailing flood conditions, was nevertheless satisfactory.

Exhibitors reported unusual interest in new equipment and the largest volume of sales in the first few days ever recorded. Every available foot of space was sold and the exhibits occupied rooms and alcoves and balconies in the Stevens Hotel, never before allotted for exhibit purposes. The lower floor as usual was principally devoted to the machinery displays with practically all of the suppliers in evidence. Most noticeable was the general advance in machine design and the unusual amount of attention which was apparently given to the appearance and battleship-like construction of most of the machines shown. Bottle washing and filling machines of new design were exhibited by nearly all manufacturers of this type of equipment.

Probably the most outstanding new device was a high-speed bottle filler shown by the Horix Manufacturing Company with a registering gage to visibly indicate the speed at which the machine was operating. Demonstrations of filling catsup bottles at the rate of 300 per minute were given. The unusual speed as obtained by the use of a worm drive with a 28-stem vacuum filler attachment was also demonstrated.

Both the Karl Kiefer Machine Company, with a new 36-stem rotary vacuum filler and a new bottle filler, and the U. S. Bottlers Machinery with its new model J. W. bottle washer, were busy booths. The J. W. bottle washer was particularly interesting, handling 270 bottles per minute with a smoothly operating unscrambling device equipped with variable speed control and silent chip-proof construction. This particular machine utilizes gear driven operation.

Other noteworthy exhibits on the lower floor were the Aluminum Seal Company, the Food Machinery Corporation, Cameron Can Company, Crown Cork & Seal Company as well as the Crown Can Company and an unusually elaborate and magnificent display show of the White Cap Company. On the upper floors the Standard-Knapp Corporation again dominated the balcony position with its entire set-up of labelers and case sealers in operation. They were showing a complete beer can sealing department, even to the consumption of beer at the receiving end. The Main Ballroom where as usual the eyes had it, American Can again dominated with its magnificent gold and black pictorial tower.

The glass companies were particularly impressive this year, with Owens-Illinois' booth in photographic and glass block construction and an equally attractive Hazel-Atlas showing stressing the advantages of color in glass cleverly worked out.

5- & 10-Cent Package Awards

First place, in the fourth annual "5 & 10" Packaging Contest, sponsored by the publishers of the *Syndicate Store Merchandiser*, was given to the Jergens-Woodbury Sales Corporation. Their entry—the ten-cent Woodbury's Facial Powder—was rated the best packaged item introduced to the variety stores in 1936.

The following committee judged the entries: Ruth Gerth, designer, former president of the Artist's Guild; Heyworth Campbell, advertising agency art director, and William Longyear, director of package design, Pratt Institute. In arriving at their decisions the judges considered four major packaging factors: sales value in open display; durability and protection to contents; low production cost; general appearance.

Judging was made increasingly difficult this year because of the general improvements which characterized the entries, over half of which were very well designed. This shows the recognition that is being given to the package in the product's presentation and sale.

The "first ten" ranking packages were: Woodbury's Facial Powder, Wilbert's No-Rub Shoe White, Bauer & Black's Handi-Tape and Handi-Snips, Chicopee's Cheese-cloth, Park & Tilford's Faoen Gardenia Face Powder and Perfume, Andrew Jergen's Uncle Sam Pine-Tar Health Soap, Forest City Rubber Company's Cotton Vanity, B & L Laboratories' Usa-Foam Bubble Bath, Armin Varady Inc.'s Varady of Vienna Face Powder, Oil of Youth and Face Cream, Sta-Tite Company's Sta-Rite Hair Pins, Beauty Secret Pins and Dultex Pins.

Honorable mention was awarded to: Higgin's Blue-Black and Eternal Black Inks; Forest City Rubber Company's Sentinel Styptic Pencil, and Sentinel Camphor Ice; George W. Luft Company's Tangee Creme Rouge; and Ed. Gerarde's Eau de Cologne. In addition, the following packages were cited by the judges as exemplifying excellent packaging ingenuity: Qui-Kut Folded Waxed Paper, Lion Brand String, Spir-It Cocktail Sticks and Coox-Aid Savory Salt.

Prize-winners and all entries to the contest were on exhibition at the 5 & 10 Packaging Show, held in the Mezzanine Galleries, R.C.A. Building, Rockefeller Center, New York, for Jan. 13 to 16, inclusive.

A SELECTED, CLASSIFIED BIBLIOGRAPHY of books, reports and articles covering developments in the packaging field during the past few years, is now available from the Policyholders Service Bureau, Metropolitan Life Insurance Company, 1 Madison Ave., New York. Sixteen subjects are covered such as functions of the package, size, shape, design, color, dual-use packages and results of packaging.

THE POWER OF COLOR is the title given an attractive portfolio showing how widely diversified industries utilize four-color lithography to build lasting interest and appeal in their products. The creative cooperation available from The Forbes Lithograph Company Boston, Mass., is exemplified in this presentation.

IT'S THE **EXTRA** PROTECTION OF CEL-O-SEAL THAT WINS THE BUYER'S CONFIDENCE



YOU "double-check" the security of your product when you seal it with "Cel-O-Seal" caps and bands. Applied moist, they may be slipped over the original closure and bottle neck. As they dry, they shrink tightly in place, making your package tamper-proof, air-tight, and germ-proof.

In addition, "Cel-O-Seal" caps and bands dress up your package—make it stand out on the dealer's shelf or counter. They also give your product a "genuine" appear-

ance that increases consumer confidence.

Available in attractive colors, "Cel-O-Seal" caps and bands may be selected to harmonize with other units of your package. The cost for these efficient, double-duty seals is

less than half a cent each. For complete information, samples, and prices, write to Armstrong Cork Products Company, Closure Division, 916 Arch Street, Lancaster, Penna.



ARMSTRONG IS CLOSURE HEADQUARTERS



CEL-O-SEAL
(Reg. U. S. Pat. Off.)
CAPS and BANDS

*Made by Du Pont
Sold by Armstrong*

FOR YOUR INFORMATION FILE

Unless otherwise indicated, copies of catalogs, booklets, etc., mentioned in this department may be obtained without charge by writing to the sponsoring company at the address given.

A SWAGGER, SUEDE "SWING BAG," a steel coach of the Belgian Railways, and a new radiator grille cover for automobiles, are but indicative of the wide variety of uses for dot Snap Fasteners which are illustrated and described in "snaps" Bulletin No. 36, issued by United-Carr Fastener Corp., 31 Ames St., Cambridge, Mass.

PURCHASING AGENTS interested in corrugated box construction, and sales executives who are anxious to make their shipping containers advertise their product throughout distribution, will find the new illustrated booklet "H & D Corrugated Shipping Boxes for Paint, Varnish, Enamel and Lacquer" contains many suggestions of merit. Copies may be secured by writing The Hinde & Dauch Paper Company, Sandusky, Ohio.

"THE 3 S'S" is the title of a new and interesting folder, published by Bostitch, Inc., East Greenwich, R.I. Showing most of the items in the world's largest line of wire fastening equipment, this folder details speedy and economical methods of box-closings, as well as ways of stapling paper, cloth, wood, fibre, leather and some metals. An informative addition for the busy production executive's library or file.

AMERICAN PLASTIC PLATES, INC., a division of the Partridge & Anderson Company, 712 Federal St., Chicago, announces the installation of complete equipment for the production of precision molded rubber and synplastic plates for all types of printing presses and devices. This is in line with the progressive policy of Partridge & Anderson Company, who were among the first to utilize the Tenaplate method of producing electrotypes.

LOUIS DEJONGE & COMPANY, 155 Sixth Ave., New York, has issued two interesting swatchbooks of new, colorful box-covering papers for Spring 1937 packages. Book 28G shows a dozen dainty patterns of gold on clean soft pastels and jewel-like brilliants in the Sunburst line. Book 29G presents a complete line of fine wood grain papers, in real wood and novelty colors, including oak, walnut and mahogany, as well as contemporary style woods in gray, blonde, golden and red effects.

ACCORDING to a recent survey, conducted by the Ross Federal Research Corporation, in three important and highly competitive areas, Clicquot Club Ginger Ale sales were increased an average of $56\frac{3}{4}$ per cent, through the use of a full-color lithographed floor stand. The Forbes Lithograph Manufacturing Company, who designed and manufactured this display, sponsored the test to show the selling effectiveness of this point-of-sale display medium.

C. B. COTTRELL & SONS COMPANY, Westerly, R. I., manufacturer of magazine and color printing presses, has announced the acquisition of the CLAYBOURN CORPORATION, Milwaukee, Wis. The Milwaukee plant will continue in operation under the name of the Claybourn Division, C. B. Cottrell & Sons Co., with the same personnel. Claybourn printing equipment and precision machinery will be manufactured and made available to the trade as in the past. Sales and service offices will be maintained at Westerly, R. I., Milwaukee, New York and Chicago.

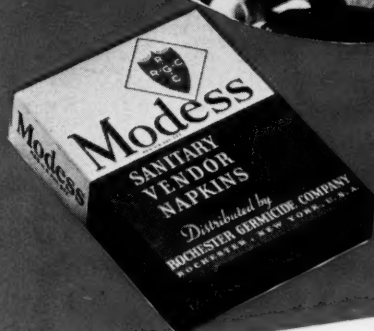
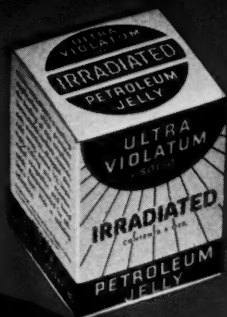
FOUR VITAL POINTS OF INFLUENCE on shipping procedure, which bear an intimate relationship to efficient distribution, are discussed in a new booklet issued by the F. J. Kress Box Company, 1 Twenty-Eighth St., Pittsburgh, Pa., under the title—"Of Real Value to You." Costs, Safety, Efficiency and Marketing Value are the foundation stones on which the skilled shipping specialists of this organization base their studies and recommendations. Profusely illustrated and well-written this booklet describes in interesting style what lies behind the manufacture of Kress corrugated shipping containers to provide full merchandising advantages.

ACCORDING TO AN ANNOUNCEMENT, issued by the Department of Commerce, the Simplified Practice Recommendation R44, Box Board Thicknesses, has been revised, based on standards of the National Paperboard Association, and becomes effective December 31, 1936. This applies essentially to changes in the thickness of various kinds of box board to meet present needs, and replaces the original recommendation which has been in use since Oct. 1, 1925. Copies are obtainable from the Division of Simplified Practice, National Bureau of Standards, Washington, D. C.

A MOTION PICTURE FILM "The Making of a 24-Sheet Poster" is being produced by the McCandlish Lithograph Corporation of Philadelphia, Pa. This is the first film of the production of a 24-sheet poster from the first rough sketch on the artist's drawing board to the time it is posted on the panel ready to do its selling job. The idea of the development of the film was originated by A. R. McCandlish, president of the McCandlish Lithograph Corporation. He felt that such a film would be of real interest and value, not only to production but to all advertising men and women in the country. The film is to be made available for showing to advertising clubs, advertising agencies and other groups.



What will I gain by
buying both
BOXES and **CARTONS**
from **BURT**?



You probably know that the F. N. Burt Company is the world's biggest box-maker. You probably know that we grew that way—not by a series of Wall Street amalgamations—but solely because enough people thought our work superior enough to flood us with their orders.

But now, we have entered the carton business. And you have the right to ask us, "Why?"

The reason is simple. So many of our customers who also use cartons demanded this move that we were forced to make it. Their demand arose from a desire to secure a single, highly able, highly responsible source of supply. They knew that, working with Burt, both their boxes and their cartons would be so rigidly controlled as to paper, color, ink and every other detail that their lines would present a unified appearance at all times. No slight color differences! No variations of tone or detail!

They felt these things were worth asking for. They asked . . . and kept on asking. And today . . . with the most modern machinery in the industry . . . Burt is in the carton business, ready to aid you in perfecting both cartons and set-up boxes of every sort.



F. N. BURT COMPANY, INC.
500-540 SENECA STREET, BUFFALO, N. Y.

NEW YORK CITY—630 Fifth Avenue, Room 1461

CHICAGO
919 N. Michigan Ave.
Room 2203

PHILADELPHIA, PA.
A. B. Hebler
P. O. Box 6308
W. Market St. Sta.

BOSTON
702 Beacon St.

CLEVELAND, OHIO
W. G. Hazen
P. O. Box 2445
E. Cleveland, Ohio

SOUTHERN OFFICE
Frank D. Jackson
2150 Washington Ave.
Memphis, Tenn.

CALIFORNIA OFFICE
Louis Andrews, Hamilton Club
Grand Ave. & Wilshire Blvd.
Los Angeles, Calif.

Canadian Division—Dominion Paper Box Co., Limited, 469-483 King Street, West Toronto 2, Canada

Plants and personalities

MASTA DISPLAYS, INC., has moved its office and work rooms to 126 W. 22 St., New York. Telephone Chelsea 2-3717.

PAPER CITY MANUFACTURING COMPANY, INC., Holyoke, Mass., has established a New York office at 432 Fourth Ave., Martin P. Francyk will be in charge of this new branch.

J. J. TWYFORD, production executive of Einson-Freeman Company, Inc. for the past four years, has been elected vice-president in charge of production and a



J. J. TWYFORD

member of the board of directors of the company. Mr. Twyford was formerly plant superintendent of the American Lithographic Company, with which organization he was associated for over twenty years.

THE LITHOGRAPHERS NATIONAL ASSOCIATION, INC., will hold its 32nd Annual Convention and Exhibition at White Sulphur Springs, W. Va., May 11, 12 and 13. Details concerning program, speakers, special events, etc., are to be released shortly.

ROBERT GAIR COMPANY, INC., has acquired the business, equipment and inventory of the Pa Pro Company of Utica, N. Y., and the Holyoke Fibre Box Company, Inc., Holyoke, Mass. The two corrugated shipping container units will be operated as the Pa Pro Containers Division and the Holyoke Fibre Box Division of Robert Gair Company, Inc.

Patent litigation between AMERICAN CYANAMID COMPANY and PLASKON COMPANY, INCORPORATED, in the urea resin field, has been terminated, the two companies having granted each other licenses under their respective patents.

FREYDBERG BROS., INC., manufacturer of Excell-O Ribbon and other decorative tying materials, announces the removal of its factory and executive offices to new quarters at 375 Fairfield Ave., Stamford, Conn.

STANLEY MANUFACTURING COMPANY, due to increased business, has found it necessary to enlarge its Chicago office at 110 South Dearborn St. and has added another salesman. G. L. Parker is the local manager of this office.

CELLULOID CORPORATION has announced the opening of a Detroit (Mich.) office, effective Jan. 1, 1937, at 512 Stephenson Bldg.—telephone Trinity 2-4266. This office has been established to provide technical assistance, color development and other such service as may be required in that area.

EGMONT ARENS addressed the American Society of Mechanical Engineers in Milwaukee, Wis., on Jan. 20 on the subject "Visual Aspects of Streamlining." Mr. Arens appeared in Milwaukee as the guest of the Bucyrus-Erie Company and discussed the aesthetic aspects of streamlining to a group of engineers already conversant with the mechanical side of the subject. His talk was illustrated with lantern slides. Mr. Arens also addressed a group of teachers and students at the Wisconsin State Teachers College on the subject of "Industrial Design as an Aid to Art Education."

FOSTER AND CROSS, INC., 109 Lexington Ave., Brooklyn, N. Y., after a full year of preparation, has established its hand-made set-up box department in a section of the company's nine-floor plant. Additional designers and boxmakers of long experience have been specially trained for the activities of this division.

ARTHUR S. ALLEN and associates announce the removal of their studios to the Bankers Trust Building, 527 Fifth Ave., New York. The new studios are constructed with a series of skylights of the latest type, assuring perfect light for their work in color and design. Mr. Allen's studio has a complete glass roof for accurate daylight reading.

HEEKIN

Lithographed



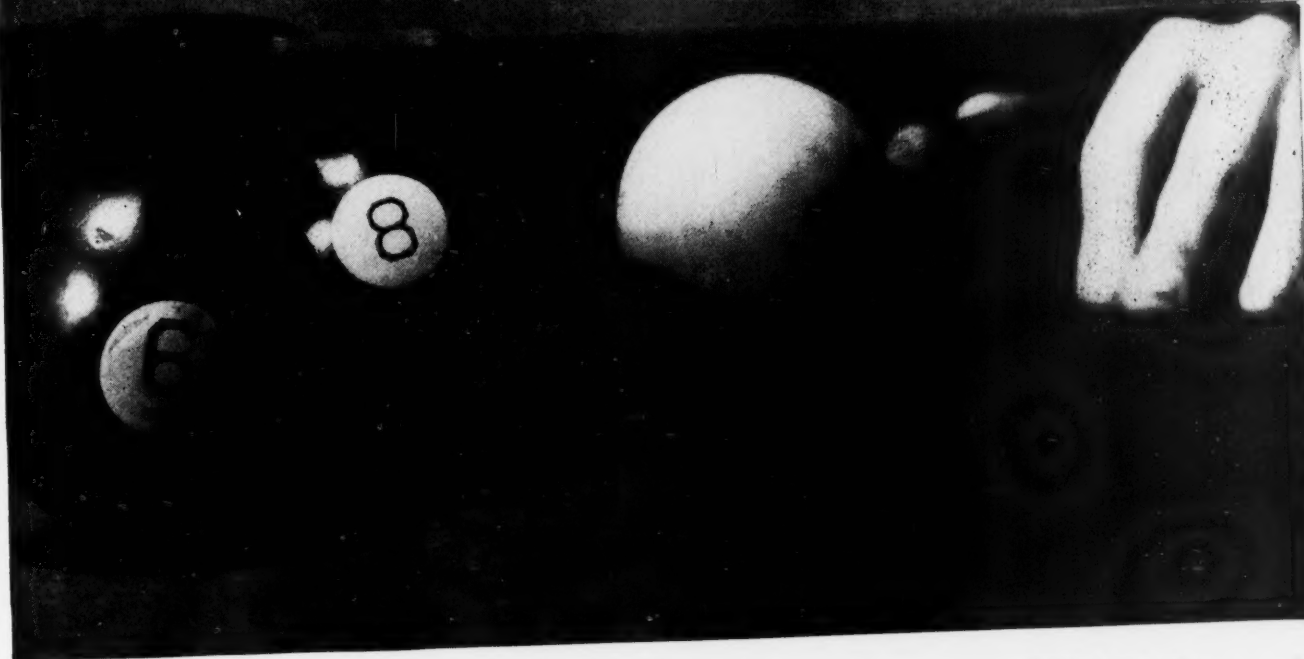
CANS

HARMONIZED COLORS

IS YOUR PACKAGE? BEHIND THE 8 BALL?

Is your package old-fashioned — a plain, colorless, uninteresting container for your product? If it is you have a sales handicap. Don't put your product behind the "eight ball" with a poor package. Heekin Lithographed Cans — in any color of the rainbow — will give life to your product — life to your sales. May we help you with your packaging problems?

THE HEEKIN CAN COMPANY, CINCINNATI, O.



R. H. ESTERSON is now associated with Package Research Laboratory, Rockaway, N. J. For the past eighteen years Mr. Esterson has been manager and inspector for Moorehead Inspection Bureau and Standard Inspection Service.

J. H. SPRENGER, formerly employed with the Universal Tobacco Machinery Company, Newark, N. J., has joined the sales organization of the J. L. Ferguson Company. Mr. Sprenger will represent the Packomatic line of machinery in Texas and Oklahoma, with headquarters in San Antonio, Texas.

W. B. HAMPTON, formerly with Scene-In-Action Advertising Company, and W. J. Rankin Corporation, announces the formation of his own firm, the DISPLAY CORPORATION OF AMERICA at 230 E. Ohio St., Chicago. The organization will specialize in animated and static displays. W. B. Hampton is president.

The NATIONAL CAN COMPANY, subsidiary of McKeesport Tin Plate Company, has acquired the business of the Pittsburgh Can Company, of Pittsburgh, Pa. The Pittsburgh Can Company has manufactured steel kegs and pails for more than twenty-five years, and with this addition to its line, National Can Company rounds out its container facilities for paint, oil, varnish, chemical and diverse products.

FRANK M. SEAMANS has joined Consolidated Lithographing Corporation as vice president. Mr. Seamans was for many years an executive of United States Printing and Lithographing Company. This is one more interesting move on the part of the promotion department of Consolidated Lithographing Corporation in adding men of wide experience to take care of the continued interest shown throughout the country in promotional material.

HOWARD W. DUNK has opened an office at 500 Fifth Ave., New York, as independent consultant in and creator of sales promotion and merchandising plans predicated on the use of premiums. For many years Mr. Dunk was with the United-Profit-Sharing Corporation as vice president, and since that time has been associated with Nestle's Milk Products, Inc., and Colgate-Palmolive-Peet Company, two of the largest present users of premium advertising.

RALPH E. TWEED, founder of R. E. Tweed Company of Philadelphia, died on Dec. 24, after an illness of nine months' duration. Mr. Tweed, who had been active in advertising circles and widely known for 16 years as head of his own advertising agency, was born in Sparta, Ill. Beginning his long career as a boy printer in a mid-western printing plant, Mr. Tweed successively became advertising manager of the International Harvester Co., Batavia, N. Y., sales and advertising manager of the Franklin Printing Co., Philadelphia, advertising manager of the Welsbach Co., Gloucester,

N. J., and contact executive for Frank Presbrey Agency, New York. In 1920, R. E. Tweed Company was inaugurated and is today firmly established as a successful agency specializing in technical and semi-technical accounts. Mr. Tweed, who resided in Upper Darby, Pa., was a member of the Advertising Club of New York and the Penn Athletic Club of Philadelphia.

WALKER-WALLACE, INC., dealing in multiple color printing and package machinery, has leased space in The Merchandise Mart of Chicago. The parent organization of the American company is Walker-Wallace, Ltd., of Toronto, Canada, of which the officers are K. L. Wallace, president, H. J. A. Painter, secretary and treasurer, and A. R. Todd, general sales manager.

THE ARABOL MANUFACTURING COMPANY will have an interesting and instructive exhibit at Booth 217-A at the Hotel Pennsylvania, March 23-26. The use of modern gums, glues and pastes will be especially shown in every phase of wrapping, labeling and sealing work. There will be examples of every type of package ranging from tiny cartons, cans, bags and bottles to large containers on which nationally famous manufacturers use Arabol adhesives with efficient and economical results. Sales representatives in attendance will include S. Hicks, general sales manager; Henry Weingartner, special technical representative, W. H. Bennett, manager of service department; J. E. Clegg, eastern plant superintendent; and R. P. Bieler from the Cicero plant.

Contracts have been completed for the first unit of a pulp and paper board mill to be erected at Fernandina, Fla., it was announced by Walter P. Paepcke, president of the CONTAINER CORPORATION OF AMERICA. The new mill, which will start out with a capacity of 40,000 tons of kraft pulp yearly, is being erected and will be operated by the Kraft Corporation of America, a Delaware Corporation, which is a 100 per cent owned subsidiary of Container Corporation of America.

Complete plans for the Fernandina project call for a \$7,000,000 building expenditure which will eventually bring the capacity up to 120,000 tons of pulp and paper board. The first 40,000 ton unit will be used only in the production of kraft pulp.

After nearly half a century of active and untiring effort in the interest of his company, The United States Printing & Lithograph Company, ARTHUR C. OSBORN is taking a well-earned leave of absence. He and Mrs. Osborn, with their granddaughter, commenced an extended European trip early in January. During his 47 years with the company, Mr. Osborn has seen many changes in the production and selling practices of the business, and has adapted himself to those changes in such a way as to retain an ever-fresh point of view. In his own words: "We have always the same old problems, though the outward form may be different. Most of them can be solved by thinking and hard work."

Package Improvement with an EYE on Costs



Three different sizes of Milkweed Cream are attractively wrapped in cellulose by one of our adjustable machines.



Printed transparent cellulose wrapper located accurately on the goods by one of our Electric-Eye wrapping machines.



This package appetizingly displays the dates; also protects goods against weevils or other contamination.



We perfected easy-opening devices for chewing gum manufacturers. Also applicable to other products.

In recent years package-improvement has become just about as important as product improvement. . . . For manufacturers appreciate, more than ever before, the heavy task which the package must bear in *making the sale*.

We have assisted many concerns in carrying out such improvements. The great variety of products and types of packages involved in this work has given us valuable experience and a knowledge of modern packaging trends.

Moreover, it has demonstrated the necessity of keeping a vigilant eye on costs. . . . Many of our customers work on a very narrow profit margin per unit of sale, so that even a fraction of a cent saved per package is important.

If you plan a package improvement, it will pay you to consult us well in advance. We can give you definite and authoritative information as to the type of package best suited to machine production; the kind of material to use; the form in which this material may be purchased at lowest cost; the mechanical equipment and plant layout for the utmost efficiency. . . . In fact, when the problem is thoroughly studied we sometimes find that the improved package will actually cost less than the former one.

SUGGESTIONS

We may be able to suggest an improvement in your package which has not occurred to you—or a way to save you money. Send us your package with a brief description of your present methods. We will be glad to give you our suggestions without obligation. Get in touch with our nearest office.

PACKAGE MACHINERY COMPANY, Springfield, Mass.

NEW YORK CHICAGO CLEVELAND LOS ANGELES

MEXICO, D. F., Apartado 2303 Peterborough, England: Baker Perkins, Ltd.

Melbourne, Australia: Baker Perkins, Pty., Ltd.

PACKAGE MACHINERY COMPANY

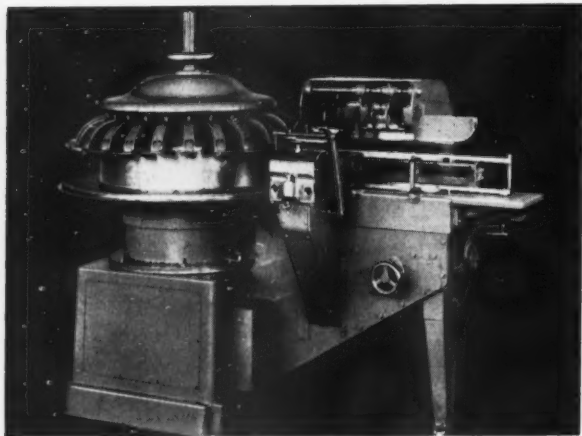
Over a Quarter Billion Packages per day are wrapped on our Machines

Equipment and Materials

For Tight Sealing of Bags

Recent years have witnessed a pronounced trend toward the more economical types of package. This movement is well evidenced by the rather drastic re-packaging step which found a nationally distributed quality brand of coffee discontinuing the container which had identified it for many years and adopting the less expensive paper bag. It is not our purpose to pronounce an opinion as to the soundness of such a step, but to direct attention to the consideration which the less pretentious types of packaging are receiving.

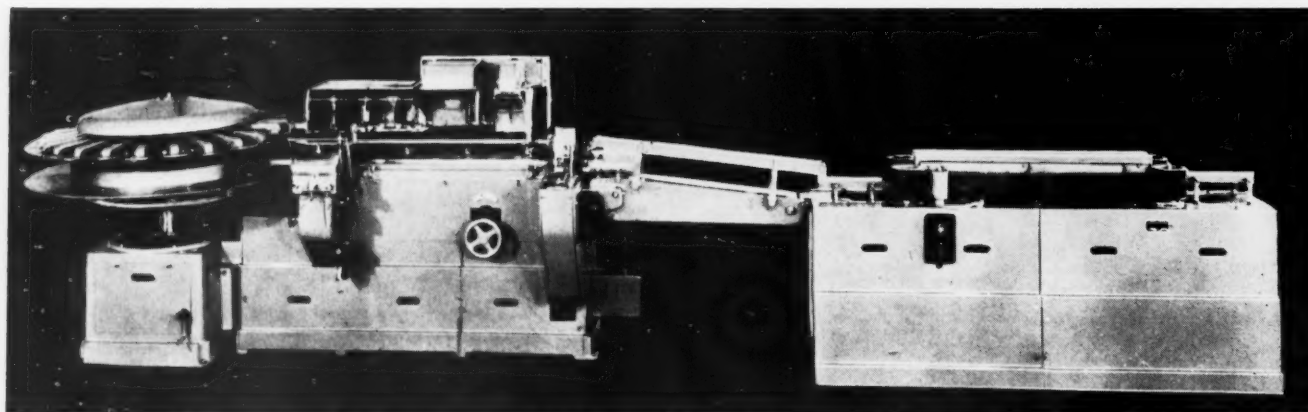
As designers and builders of packaging machinery Consolidated Packaging Machinery Corporation, Buffalo, N. Y., has devoted considerable effort toward the development of simple, yet highly efficient equipment intended to equalize appearance value and offer still further economies through reduced packaging costs to those contemplating the bag as a container.



Sealtite is the trade name which has been given the simple over-and-over fold produced on Consolidated machines now manufactured in both semi-automatic and full automatic types. Pressed flat against the well settled contents of the bag and retained under pressure, the resulting package stacks easily and compares very favorably with the carton in appearance.

Accompanying illustrations show both semi-automatic Sealtite bag sealing unit and the full automatic type now adopted by the Grand Union Tea Company for both their Chicago and New York plants. The essential difference between the two models is that in one case an operator is required to manually tuck the bag gussets and insert the filled bag into the sealer, while the automatic machine accomplishes this mechanically.

It is stated that any make of bag of the gusseted or intuck type is successfully handled by Sealtite. The weighing and filling can follow common practice or, if desired, be made entirely automatic. If operators are used at the filling station the bags are placed either in a stationary compartment settler or an agitated conveyor one at a time. From here, when the semi-automatic Sealtite is employed, they are taken and a simple movement is sufficient to tuck in the gussets and place them in the sealer intake. This operation, however, is entirely mechanical with the Sealtite full automatic. In this instance a combined conveyor and settling unit is provided which carries filled bags directly into the sealer. In both cases bags are now trimmed to provide exactly the correct amount of paper to form the fold, scored, pulled taut against contents to insure a tight pack, folded, glued and pressed firmly into position. Now the finished bag is transferred automatically into the rotating drier, and under an adjustable pressure is



Automatic and (above) semi-automatic bag sealing units. Both equipped with variable speed control and adjustable

COMING EVENTS CAST THEIR SHADOWS...

A successful package will mean greater sales in the eventful months to come. Our creative service offers you its years of experience in the successful merchandising of your product.

THE RICHARDSON-TAYLOR-GLOBE CORPORATION
CINCINNATI, OHIO



**YOUR
PACKAGE**

carried to the discharge point where it can be placed immediately into container bags or shipping cartons.

Both models are equipped with variable speed control. They are quickly adjusted to handle various sizes of bags and in every respect designed to meet the requirements of modern day packaging. Their capacity of 25 to 30 bags per minute and up to 40 on the automatic unit has been found entirely adequate.

Sealtite, as applied to both the closure itself and the machinery which has been designed to economically produce it, is not confined to any one commodity. To date its principal appeal has been in connection with the packaging of flour, sugar, salt and coffee. It will undoubtedly serve many other fields with equal success.

Specialized Coatings for Papers

A new development specifically designed for paper finishing is now available in Pli-Phane coatings manufactured by The Watson-Standard Company, 225 Galveston Ave., Pittsburgh, Pa. These coatings are not of the nitro-cellulose type but claim definite advantages which make them applicable to many requirements, such as waterproofness, heat sealing, moisture vapor-proofness and grease resistance. The coatings are odorless, tasteless and non-toxic.

In addition to the metallic finish series for box wrappings, display and book papers, the company also offers series of coatings for glassine: one which makes glassine transparent and moisture vapor proof, and another which renders heat-sealing properties to glassine. These two coatings have greaseproofing properties as well as moisture vaporproof properties.

In general, the above are all coatings in a solvent solution, can and are being applied by the roller coating method, the John Waldron Corporation being a typical one. The drying time is within the limits of lacquer, and incorporates a new idea in paper coating.

The name Pli-Phane is applicable to all of these coatings and is registered at the U. S. Patent Office.

New Ink Has Interesting Properties

An ink employing entirely new principles of drying and formulation has been announced by The International Printing Ink Corporation, 75 Varick St., New York, under the trade name, "Holdfast." Because of an important change in consistency it is claimed that this new ink makes possible cleaner, sharper printing and a faster drying schedule. The new ink is especially important in printing fields where rub-proof and scratch-proof qualities are essential. It is already being used extensively in publication printing, catalog printing, package and carton printing and tin printing.

Holdfast is a product of the IPI Research Laboratories. It should not be confused with Vaporin, however, which dries through vaporization upon the application of heat. Holdfast is formulated with a new and different varnish, a vehicle with distinctive drying properties. The ink as a whole contains only about 25 per cent of

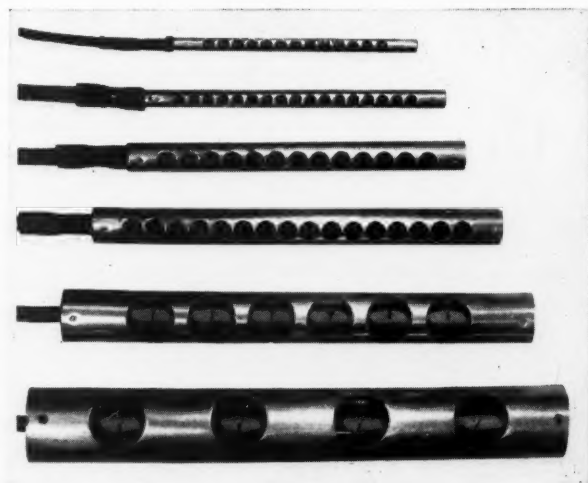
the oil and grease common to ordinary inks. When applied to a plate, it acts as a plastic film rather than as a series of oil bubbles. Because of this consistency, it is licked off the plate very clean. Half-tone dots print sharply—there is no "halo" of grease around the dot impression. As a result, the print is cleaner, and three-quarter as well as 90 per cent screens are said to be kept open better than ever before. The plate does not fill up, and more important, the ink dries very quickly.

Holdfast can be formulated as a dull black, and it has outstanding non-scratch properties. These properties develop rapidly, in contrast to some so-called "non-scratch" inks. Sheets can be handled in from 90 to 120 minutes after leaving the press—they are sufficiently rub-proof in that short time to be put through the folding machine. Application of heat will materially speed up the drying process where Holdfast is used. Sheets printed with this new ink can be backed up 2 hours after the first printing, when heat is applied; without heat, backing up can be done in five or six hours. Inks become scratch-proof in two or three hours. Formerly inks called "scratch-proof" required 24 hours to develop this quality.

New Midget Static Bar

A complete line of metal encased static bars has recently been developed by the Simco Corporation, 4929 York Road, Philadelphia, Pa. These bars vary in outside diameter from $\frac{1}{4}$ in. to $1\frac{1}{4}$ in. From the smallest to the largest they are capable of discharging highly charged materials at production speeds.

The outer casing, which is of brass, has a series of holes drilled in it, the diameter of the holes and their spacing varying with each size of bar. This brass



coating houses a complete static bar which is suitably insulated from it. Each point of the static bar comes in the center of a hole in the casing below the level of its inner wall.

These metal encased bars work on a new principle which makes it possible to get a bar efficiency equal to that of a bar with exposed points. They are so designed that there is absolutely no suppressing action

by the outer grounded casing, but on the contrary, a magnifying effect is produced. The bars are damage proof, and can be installed at any point in a given machine just as any other metal part is installed; they require no clearance. They will operate efficiently as long as the holes in the bar point toward the material to be discharged.

New Crepe Padding Material

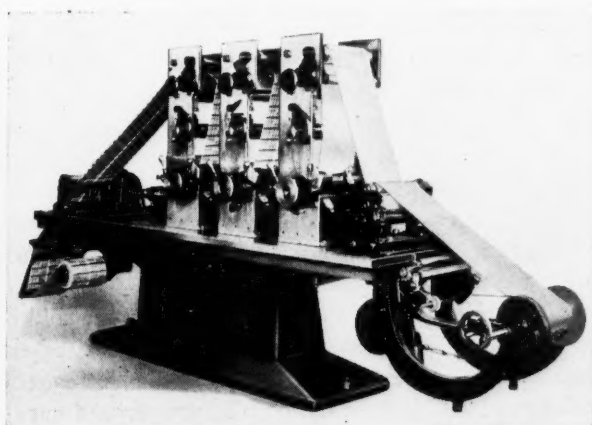
Padsit is a new protective and padding paper made from white crepe. It is provided with a glassine backing, although other backings can be used to suit the customer's requirements. Padsit will be used in the protecting and padding of all delicate merchandise in the form of wrapper, liner, pads, or in fact any other way that might be required to protect such merchandise. The material is highly resilient, very soft and will prevent marring, scratching and breakage. The design is attractive and will eventually be furnished in colors.

For the manufacture of Padsit, George H. Sweetnam, Inc., 282 Portland St., Cambridge, Mass., has built a special machine equipped with automatic devices for production at high speed. The material can be cut to size, died out or embossed to suit requirements.

New Rotary Gravure Press

A new rotary gravure press which, it is claimed, will print on all types of paper, at higher speeds than with any other printing method, has been introduced by Chambon Corporation, Garfield, N. J. The new press, known as the Champlain rotary gravure press, will print on transparent cellulose, foil, coated stock, cardboard and various low-cost stocks used for package printing.

The method of printing brings out the tone formation by means of depth of ink deposited, assuring greater naturalness of reproduction. The uniformity and quality of the printing are unaffected by atmospheric conditions, condition of the paper or skill of the operators.



High gloss finishes can be obtained without the use of lacquers or varnishes. Metallic inks are applied so as to obtain a more permanent luster.

All printing units are placed in a straight line on the bed of the press, which may also be equipped with fab-

ricating units for finishing the printed piece immediately following the printing. There is no offsetting of the ink due to the type of inks used and their method of application. Makeready is entirely eliminated. Color units may be registered while the press is running. The manufacturers have developed a method of making the gravure plates which results in relatively lower cost plates and more faithful reproduction of the copy. Plate changes can be made in ten minutes per color. Champlain presses are made in all sizes from 8 in. to 40 in. wide, to print any number of colors required, and to fabricate the printed piece complete and deliver it ready for use in subsequent packaging operations.



New applications for the use of Kimble glass vials and serum bottles are encountered every day in widely diversified fields. Illustrated are examples of two popular glass containers fabricated by the Kimble Glass Company for the Lederle Laboratories and for Dundee Company—a set of three glass serum bottles containing Lederle Liver Extract, and a glass screw-capped vial containing Dundee Radiator Compound

A COSMETIC PACKAGE INSPIRED BY A CHILD

(Continued from page 60) but a little chromium cylinder, no bigger than a dainty little finger. It has an ivory plastic cap on one end. This is unscrewed and a wick comes into view—just a regular candle wick. It is called Nuvial and looks like a miniature cigarette lighter. The cylinder is filled with perfume (Coeur de Gardenia, of course!) and when milady decides to become ravishing, she needs but unscrew the cap, press the wick daintily behind the ears, maybe a dab above each arched brow, in the palms of the hands and a minimum amount of perfume is released. Not a chance of using too much perfume for good taste and, more important, there is no possibility of milady finding her five dollar perfume a dirty stain in the bottom of a reeking purse. The Nuvial flask proved an immediate success.

The lipstick, in five shades, carries out the gold and ivory motif. The case is of ivory enamel outlined in gold with the script signature casually dominating the enameled face. It has a disappearing roll top which can be used by a flip of one finger.

The rouge comes in a little round ivory enamel box with a gold border. The mascara is packaged in an enameled oblong of ivory, outlined in gold, and contains a mirror in the lid.



V ERSATILITY



and INSTANT ADJUSTMENT

are MILLER features you need!

Package modes and sizes change . . . but the Miller "Economatic" Wrapping Machine keeps a step ahead.

Instantly adjustable, almost without size limit, the MILLER wraps uniformly neat, tightly sealed packages in "Cellophane," waxed papers, or waxed foil.

The MILLER is speedy, works from rolls or flat sheets, uses a minimum amount of wrapping material per package. Amazingly low-priced, a real cost-trimmer, it frequently more than pays for itself in three months' time.

Earn greater profits in 1937 with MILLER equipment. Write—

**MILLER WRAPPING &
SEALING MACHINE CO.**
14 S. CLINTON STREET, CHICAGO



A most effective container for face powder is included in the line. It, too, is in ivory and gold, with a chromium finish on the inside. There is a pat of compact rouge and a little reservoir for the loose powder. When the reservoir is moved over and back, it leaves just enough powder for the tiny puff in the well. This eliminates caking and the surplus powder evil which is an objectionable feature in many loose-powder cases.

Most of the lotions are golden in color and that carries out the gold and ivory motif of the entire line. However, the bath oils which Bonne Bell labels "Bath Luxury" come in five odors and five different colors. Instead of the bulky bath salts, women are welcoming the pretty bottles of bath oil, a few drops of which will do the same trick as a handful of bath salts, and which give an air of luxury to the bathroom. The oil has the advantage of being bathroom damp-proof, which the salts are not. The oils are pine, like the dark forest-green needles; rose in the conventional rose shade; lilac in purple; lavender in the same color as its name; and cashmere in gold.

The style of package used for the eye shadow and cream rouge is the one diversion from the ivory and gold motif. This is a tiny round box of cream-colored plastic with a screw top. Bonne Bell was much chagrined to find that the gold script signature tarnished on the plastic material, so a chromium inlay was used on the cream box, giving a very rich effect. Chromium inlay is decidedly and boldly modern and therefore the script signature would be an anachronism. The chromium on the cream was so effective, however, that Bonne Bell decided to sacrifice the script, and the cover of the box now contains the initials b-b-, in lower case in relief, against the cream background. The letters are resting on a foundation of solid silver in which the words "Bonne Bell Shadow" are in "reverse."

This chromium inlay on light plastic is an excellent idea for anyone considering packaging along definitely modern modes. The effect is a brilliant sharpness which makes the package unusually distinctive.

Bonne Bell sells only two assembled packages and they run into money. The Bonne Bell Traveling Ensemble is a stunning zipper case that comes in black walrus and brown calfskin. It contains full sizes of Bonne Bell cleansing cream, face powder, tissue cream, concentrated astringent, foundation lotion, lipstick, cream rouge, lash cosmetic and eye shadow. Because all the products in it are of standard size, it can be refilled by the user without having to fuss with factory correspondence, which makes so many gift cases impractical.

Another ideal gift is the zipper manicure set sold by Bonne Bell. This comes only in black walrus. It contains two shades of cream polish—one for evening and one for daytime wear—polish remover and cuticle oil. It is complete with nail file, emery board and orange stick.

Depression wives who have been left at home by their husbands, while on protracted business trips, are once again beginning to travel alone. Women in business are again taking to the road for trips into the field,

and more tourists are finding golden dollars available for vacation travel. Bonne Bell has seized upon this travel migration to push the traveling ensemble and the manicure set and just let milady say to the beauty operator, who is setting her hair, "I have to hurry because I'm leaving on the 'Sky Chief' for a trip to the Coast," and the ensemble is brought to view, so that it may be admired and often purchased.

In introducing the Bonne Bell cosmetics, in 1927, J. G. Bell had two marketing courses open: (1) through department stores, which meant a large investment in consumer advertising, and (2) through the better than fifty thousand worthwhile beauty shops, which required direct sales representatives for contact and demonstration work.

Inasmuch as American women had been made thoroughly healthy-conscious by the millions spent in advertising orange juice, breakfast foods, and codliver oil, Bonne Bell Cosmetics were introduced to beauty shop operators with the emphasis placed on their purity, health and medicinal qualities. These were further attested to by Dr. W. Langer who vouched for the fact that all raw materials used equalled or exceeded the standards set by the U. S. Pharmacopoeia, and were compounded according to formulas developed under his personal supervision, which were highly beneficial when used as directed.

Demonstrating the value of Bonne Bell cosmetics to the consumer is, and has always been, the basis of their success. Seventy per cent of the company's business comes from beauty shops, whose business has been secured by free facial demonstrations. Bonne Bell demonstrators are highly skilled in skin textures, facial treatments and make-up, and are properly supervised as to individual demonstration methods. Starting with a single demonstrator, Bonne Bell now has over 150 representatives who spend their entire time giving demonstrations, lasting from one to four weeks, depending on the size and character of the clientele.

The unusual success enjoyed in the beauty shop field led department stores to make inquiries and now, for example, the May Company, Cleveland, has two full-time Bonne Bell demonstrators, one working in the cosmetic department, while the other gives complexion advice and complimentary facials in a special complexion clinic held in another part of the store.

So long as sales were confined to beauty shops, window displays were unnecessary, for a peculiarly personal relationship exists between operator and customer. In most cases the word-of-mouth recommendation of the operator as to what products to use is sufficient to make up the customer's mind. But when department store sales became a major factor Bonne Bell had to compete with nationally advertised cosmetics, and point-of-sale advertising became necessary.

The services of a local artist and designer, Walker Cain, were secured to assist in the preparation of suitable display material. Approaching the problem with a fresh viewpoint, Mr. Cain, who had won a special award for outstanding artwork at Western Reserve



CONTAINERS— with Sales Appeal and Double Protection

Colorful and streamlined to win the consumer's approval; *featherweight* (1/5 the weight of glass) to save in shipping costs, and less weight and bulk for purse or pocket; *unbreakable* to give you and the consumer 100% protection—and made of a substance, crystal clear or opaque, that cannot be "counterfeited," with labels processed directly on the container

Hycoloid

VIALS—CONTAINERS TUBES—SPECIALTIES

● *unbreakable*
and colorful ●

HYGIENIC TUBE & CONTAINER CO.

42 Avenue L

Newark, N. J.

• Have You An Early Issue of MODERN PACKAGING TO LEND?

● We want to borrow one or all of the first six issues of Modern Packaging . . . September, 1927 to February, 1928, inclusive. If you have such an issue . . . in a bound volume, or unbound . . . in good condition or poor . . . will you write us and let us know. If we borrow it we will, of course, pay the freight, both ways. All copies borrowed will be returned.

Don't mail your copies yet. But please, please write us about them now !!

MODERN PACKAGING

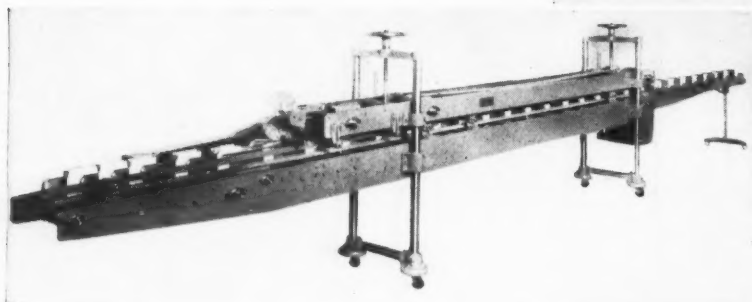
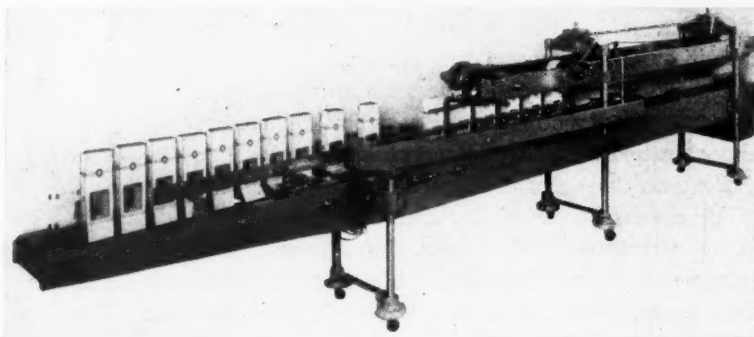
425 Fourth Avenue
New York City

WHY USE TWO MACHINES WHEN ONE WILL DO THE JOB?

Without BLOCKS, or FORMS to make up bottoms, this FULLY AUTOMATIC CARTON GLUE SEALER has

Widest Range
Largest Capacity
Quickest Change-Over
Lowest Price

Seals top and bottom simultaneously.
Saves the cost of one machine.



Above—Fully automatic top and bottom Glue Sealer. This machine is saving both the initial and operating cost of another machine.

Left—Fully automatic top Glue Sealer. Let our Packaging Engineers Solve Your Problems.

CONTAINER EQUIPMENT CORPORATION

202 - 8 Riverside Avenue Newark, N. J.

Manufacturers of

Carton Glue Sealing Machines
Heat and Glue, Bag Sealing Machines

Shipping Case Sealing Machines
Glass Jar and Bottle Packing Machines

Tape Sealing Machines
Special Conveyors for Bottles and Cartons

School of Architecture, created an unusual and compelling cosmetic display. In seeking an appropriate term to distinguish a lovely lady with white skin, blue eyes and brown hair from the dark, olive-skinned Spanish type of beauty, known as a brunette, Mr. Cain described here as a "brownette"—and brownette she is.

His contribution to the merchandising of Bonne Bell cosmetics in department stores is a single display unit, in the form of an artist's palette, which represents a girl's face, done in extremely modern style. Four palettes are used—one each for blonde, brownette, brunette and titian or red-head. Each face is made up with the proper cosmetics for its coloring and hair. The thumb hole in the palette is the pupil of the eye in the face—so the palette effect is complete. The treatment given each may be appreciated by visualizing the titian type with suntan for rouge and lipstick, peach for powder, green eye shadow and black mascara. Each stunning palette face is supported by the finger tips of a languid hand, and of course the hand of the titian head sports suntan nail polish. A simple but beautiful counter card reading "Complexion Perfection by Bonne Bell," printed in gold on a simulated wood paper, serves effectively for the beauty salons.

At the rate Bonne Bell is going, under the direction of its founder, when little Bonne Bell reaches the ripe old age of twenty-one, she bids fair to take top billing with the well-known cosmeticians, and not a little credit will justly go to the lovely package which she inspired as a wee small tot.

Credit for materials used is accorded the following: Powder boxes, F. N. Burt Company, Inc.; jar caps, Chase Brass & Copper Company; perfume cylinders, Chas. C. Smith & Sons; lipsticks, Scoville Manufacturing Company; rouge, mascara and vanity cases, Sagamor Metal Goods Corporation.

GIFT ENSEMBLES FOR FORTUNATE MALES

(Continued from page 61) were featured in the show windows and store interiors of the several Broadstreet's stores, each luxurious ensemble remained a matter of individual selection on the part of the purchaser. A typical ensemble might contain a \$2.50 shirt, \$1.50 necktie and 50 cent hose, the three items being packed in the gift box which carried the corresponding color tone, in brown, blue or red. The fact that the final selection of the three items remained with the purchaser suited individual color preferences perfectly, and the total amount spent was entirely within the power of the buyer to control.

In order to cover some part of the expense of this beautiful gift presentation, a standard charge of fifty cents was made for the box, including the cost of the gold initials which were impressed on the cover. Thus the ensemble outlined above, together with the box, represented an investment of \$5.00, which was a most happy solution to the problem of finding something intimate and exquisite for discriminating male friends.



Frequently the chemical properties of a formula require special treatment of tube metal to insure a satisfactory container. Likewise, the size, design, and color of the tube must be adapted to the merchandising and selling requirements of the product. New England has a competent research department, and men who know the exacting needs of successful modern merchandising. They make certain that you get the right kind of tube for your product, and a package in tune with the tempo of modern business.

Both FROM



ONE SOURCE

We are happy to have been chosen by BUTLER BROS., giant Chicago wholesalers, to supply tubes and cartons for their Dr. Warren's Tooth Paste and Shaving Cream. More and more manufacturers and private brand distributors, large and small, are depending upon us for the right kind of service and cooperation. Ideas, suggestions, samples, and moderate prices yours for the asking.

NEW ENGLAND COLLAPSIBLE TUBE CO.
CHICAGO • NEW LONDON, CONN. • NEW YORK

New England

TUBES
and
CARTONS

EVERYONE ADMITS LACQUER COATING IS WORTHWHILE

...But That Doesn't
Solve Your Headaches

The advantages of lacquer coating are well known today . . . its brilliance, the protection it affords, the extra sales and display it wins.

But that isn't your headache.

You're worried about how to do the coating. For it's ticklish work. It requires special experience, special skill, special machinery.

AND THAT'S WHERE WE COME IN . . . for we are specialists in lacquer coating, varnishing, gumming and die-cutting. We serve many manufacturers, printers, cartonmakers more economically than they could do the work themselves. And we save them all the gamble, all the risk, all the worry, all the headaches.

Let us figure on your next job. And let us show you what we have accomplished for others in lines similar to your own.

LOWERY AND SCHWARTZ, INC.

295 Lafayette Street

New York City

CAnal 6-7703

Full credit for the planning of this new thought in gift packages goes to George H. Brick, Brick & Ballerstein, 153 East 24th St., New York, whose organization used Butterfield-Barry's board for the boxes, Keller-Dorian imported velour papers for the coverings, and lined with papers from Louis DeJonge & Company. In commenting on this job, Mr. Brick said: "In our twenty-six years of manufacturing we have never produced a box that caused so much immediate favorable comment as this one, or resulted in as many inquiries from all parts of the United States."

Meeting the needs and desires of consumers in packaging as well as in merchandise pays handsome dividends in immediate and spontaneous sales, as can be attested to by the owners of the Broadstreet's stores, in New York, who enjoyed a most gratifying Christmas business, as the result of their initialed ensemble boxes. Now that this idea has served so well as a Christmas package there is no reason why it cannot be continued for other gift occasions throughout the year, including additional color combinations, as well as including dress shirts, studs, cuff links and associated items.

ICE CREAM IN OPEN FACE CARTONS

(Continued from page 57)

astic feminine consumers. They may swell the artistic hearts of their creators. But so far they have failed to swell to any marked degree the profits of ice cream companies in general.

The main problem has been with the dealer, who simply has not had the room in his refrigerator to accommodate special products requiring the most careful handling. Additionally, molded ice cream products were stamped as purely seasonable items, which wholly lost their appeal "the day after." It is small wonder, then, that as a matter of general merchandising, ice cream specialties have presented a distribution problem both for the manufacturer and the dealer. The most practical procedure, and one which Reid's as well as the rest of the industry follow consistently, is to sell molded ice cream only on order during the holiday periods.

Until this new type of product presented itself as a logical solution to the problem, molding in ice cream as an every-day affair has simply been out of the question. Centermould embraces all the merchandising advantages existent in a molded product, but it has eliminated the disadvantages of a product along sculptural lines.

The molded design is constructed out of fruit ices, and the surrounding ice cream is vanilla. The molds will be styled to make them as acceptable at one time of the year as another. The company is avoiding any molding that might be indicative of a particular holiday period, and which might conceivably run the risk of limiting sales on the product 365 days in the year. During the first year, it is intended to develop four different molds. The first mold which appeared employed a star. A molded heart, a triangle, and a circle design will appear from time to time.

Inasmuch as no further identification of the product is

necessary other than an examination of the window, one standard carton will be employed for all four molds. This effects at the very outset a considerable saving in production cost, and makes stocking of the cartons a simple matter.

There is no existing competition on this item, and as it offers a distinctly new approach to its market, company expectations on sales run high. To its feminine market, Centermould offers a product which embodies the novelty of molded design, which is practical for slicing, which is inexpensive, which can be purchased at any time of the year and which possesses a desirable festive quality not obtainable in ordinary packaged goods. The Centermould package offers to the dealer a new item with a definite appetite and sales appeal, compactly packaged and practical for his ice box.

The question has often come up whether special items, newly launched by a company, tend to cut into volume sales of the regular line. On this point, Messrs. Sisco and Biggs both believe that a new item in no way deflects sales from regular lines. And they cite the following situation as an example:

Reid's produces an ice cream "Guest" line of packaged goods, on the market as a steady item for years, along with a regular line of bulk ice cream in chocolate, strawberry and vanilla flavors. In addition to these lines, since the beginning of 1936, Reid has gone into the manufacture of unusual flavors in its bulk ice cream, each month offering a different flavor to the public.

Volume sales have increased as a result of these special items, without in any way detracting from the sales of the regular lines, either packaged or bulk. Reasoning from this standpoint, the company does not anticipate any reduction of its present business in packaged goods, but rather looks forward to enthusiastic consumer acceptance and hopes to build up a market where none existed before with this new product.

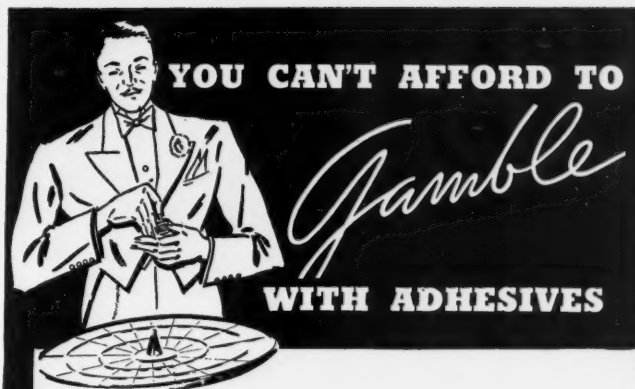
In order to put over the sales message effectively at the point-of-purchase, Mr. Biggs has developed attractive display strips for windows, backbars and doors, and also illustrated trim to be strung on wire across the dealer stores. A radio light display box, with a flasher bulb, will be furnished to those dealers whose windows enjoy a high traffic circulation.

Certainly from the standpoint of product, package design and merchandising, Reid's Centermould ice cream stands an excellent chance of success. It will be interesting to check a year from today and see what the results actually have been.

MILLION YARD MERCHANDISING

(Continued from page 49)

also developed, consisting of a hinged-lid folding carton, 18 in. long and cut back at the sides to permit of access to the material when partly sold out. Instead of the winding fold of the old-style bolt, a new fold of the cheese cloth was adopted, in which layer upon layer folded back and forth to form what might be termed a pile. Thus the clerk has but to count folds at either side of the box to deter-



ARABOL

GUMS·GLUES·PASTES

are the standards by which leading manufacturers have been guided for over fifty years.

●

Last year more than a thousand concerns improved their work or cut adhesive costs by consulting the Arabol Service Department.

All users of gums, glues or pastes are invited to avail themselves of this service without obligation.

Whether your requirements are simple or complicated we are always glad to make suggestions and furnish liberal samples to help "eliminate gambling" from your adhesive operations.

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For specific information regarding adhesives for the Packaging industry

ADDRESS DEPARTMENT M

THE ARABOL MFG. CO.

110 East 42nd Street, New York

Chicago • Philadelphia • Boston
New Orleans • San Francisco • Seattle
Toronto and Montreal, Canada

● **Attention Packaging Machinery
Manufacturers and Manu-
facturers of Packaging Supplies
and Commodities!**

Are You Represented on the PACIFIC COAST?

If you are: You may be dis-
satisfied and
you may want
to make a
change.

If you are not:
Here is an Ex-
cellent Oppor-
tunity for In-
telligent Rep-
resentation.

A salesman whom we can un-
hesitatingly recommend is organ-
izing a Pacific Coast Packaging
Sales Agency, with headquarters
in San Francisco, and offices in
Los Angeles, and Seattle.

●
He has been a salesman of demon-
strated ability for over 20 years.
Has a nation wide acquaintance
in the Packaging Industry, ac-
quired through 10 years service
with one of the leading packag-
ing machinery manufacturers,
whom he will continue to repre-
sent on the Pacific Coast.

●
He has had a wide experience in
sales work on the Pacific Coast,
knows the territory, and is
thoroughly at home there, which
has especially equipped him with
an outstanding background for
the intelligent selling of Packag-
ing Machinery, Packaging Com-
modities and supplies in that
territory.

●
No conflicting lines will be
handled.

For additional information or to
arrange an interview address:

BOX NO. F

MODERN PACKAGING
425 Fourth Ave., New York City

mine the required number of yards. And a simple cut-
ting of a single folded edge—without once removing the
bolt from the box—was all that was required to yield
measured and pre-folded cheese cloth instantly. Since
the time element is an important one in the case of a
product so low priced as cheese cloth, this package inno-
vation met with the instant approval of wholesalers,
dealers and clerks and—while not planned with an eye
toward consumer approval—even in this field it elicited
compliments because of the more sanitary and neater ap-
pearance which the product possessed when leaving this
box in comparison with its former type of winding bolt.
And, it must be remembered, that particularly for the
canning and straining users, the sanitation of the cloth
is a major factor in inducing purchase.

Yet this box did not begin to solve the problems raised
by the auto trade and the availability of markets. The
firm felt that a market existed for five- and ten-yard
lengths of cloth, pre-cut and pre-packed, and therefore
experimented along these lines. Simple, locking, fold-
ing cartons were developed to hold wound and folded
lengths of ten yards and five yards each. With a 36-in.
width, it was found that five yards could be folded con-
veniently into a package measuring $4\frac{1}{2}$ in. by 9 in. \times
 $1\frac{3}{4}$ in. and the ten-yard length into a package of double
the width, without creasing the cloth unnecessarily.

Armed with these boxes, which permitted the dealer to
sell cheese cloth like any other shelf or counter item and
thus opened a market among dealers who couldn't per-
mit themselves to handle bolted goods, the next step in-
volved the creation of a combination window and coun-
ter display and shipping container. To this end, a tray-
type display was created, which held the boxes upright
for shipment but permitted a slanting display position
when set up on the counter. A simple folded insert of
board served as top to the box when used as a shipping
container and as a back panel to the display when in use
in the store. The whole was tied, for shipment, with a
simple cotton string.

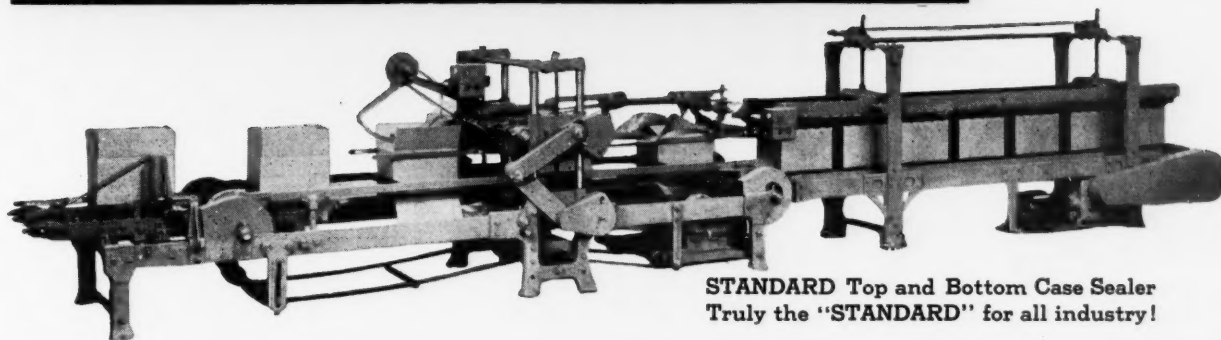
Still unsatisfied, the firm then turned to a consideration
of the possibilities of more compact packages for both
cheese cloth and a slightly different product named
Polysheen Cloth and serving the purpose the name
suggests. These were wrapped in transparent cellulose,
at first with a simple one-color label set underneath the
transparency, later with a better design and more color-
ful type of label and finally with a printed transparency
in which the design covered the whole front surface of
the pack, leaving the cloth visible through holes in the
lettering and around the edges.

These packages were supplied to dealers in folding car-
ton shipping-and-display containers, equipped with a
die-cut top to form a back panel when on display and a
bottom to which was attached a folding easel. Thus
the dealer had but to set up the easel and fit the top to
have the packages ready to sell and in display position.

Meanwhile, the company interested itself in displays
and display accessories. A series of silk screen display
cards were designed to emphasize the various uses of the
material: for auto polishing, for straining, for dusting

STANDARD CASE SEALERS

- 100 per cent automatic!
- Fully Adjustable!
- Size-changeovers in 60 seconds or less!
- Glue and seal case tops and bottoms at a cost of only a few cents a thousand!
- No operator—no attendants!



STANDARD Top and Bottom Case Sealer
Truly the "STANDARD" for all industry!

Write for Catalog

STANDARD-KNAPP CORPORATION

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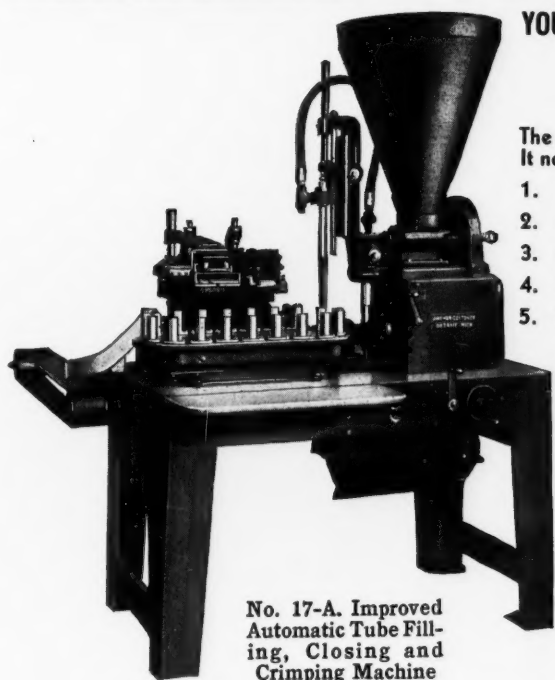
208 W. Washington St., Chicago

LONDON, ENGLAND

1001 Society for Savings Bldg.
CLEVELAND, OHIO

ST. LOUIS—LOS ANGELES—SEATTLE—PORTLAND, OREGON

189 2nd St.
SAN FRANCISCO



No. 17-A. Improved
Automatic Tube Fill-
ing, Closing and
Crimping Machine

**YOUR IMMEDIATE ATTENTION IS CALLED TO THIS NEW
No. 17 Type A IMPROVED AUTOMATIC TUBE FILLING, CLOSING
AND CRIMPING MACHINE for SELLING COLLAPSIBLE TUBES.**

The famous COLTON CLOSURE machine has been greatly improved and simplified. It now offers you these new advantages:

1. Motor is underneath, out of the way.
2. Equipped with REEVES drive for speed control.
3. New design filling head gives a positive free smooth action of nozzle.
4. Start and stop push button switch.
5. Two hand levers. One for starting machine proper. One for stopping and starting filling mechanism.

All of these improvements—yet no increase in price. Write today for a sample tube and full information on this machine.

ARTHUR COLTON CO.

2602 JEFFERSON AVE., EAST

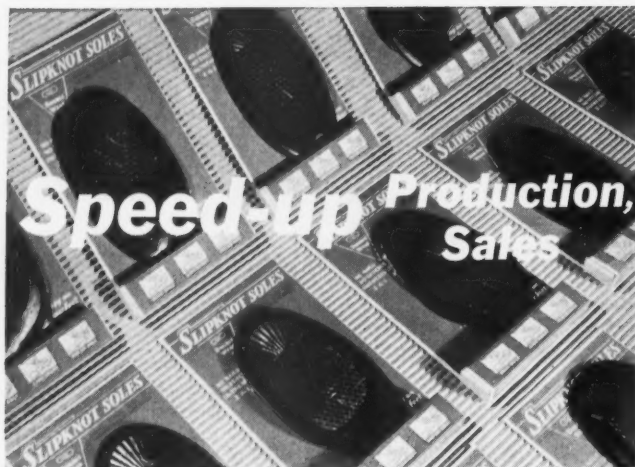
DETROIT

MICHIGAN



FEBRUARY 1937

101



Where Profit is Measured in Split Seconds

Low-priced articles must be produced and packaged rapidly, in units that have a ready sales appeal. Slip-knot rubber soles with their display-card-package flow through this Bostitch stitcher as fast as two girls can feed them. This operation, which adds greatly to the sales appeal, makes but little difference in the production cost.

Would you like to cut costs . . . increase sales? Finding out costs you nothing.

Write now for full information on Bostitch methods of carding, sealing and packaging for economical production, protection, and display.

BOSTITCH

56 E. Division St.

E. Greenwich, R. I.



and cleaning, etc. To provide for use both as separate units—in window displays—and in conjunction with the boxed goods on the counters, a special tab was provided below each card. If used with the cheese cloth box the tab was merely inserted into the opening at the top of one of the upright boxes. If, however, used as independent portions of a display, the tab was already die-cut for forming into an easel, in which case all but the silk screened surfaces fold out of sight. Larger displays were also developed, to hold single boxes of five or ten yards and still larger units were provided for large-scale promotions by larger stores. These involved silk screening of full-window size and were made on the more elaborate scale common to the department store window.

Meanwhile, parallel to the problem of devising salable packages and displays, the company was confronted with another problem. Since the Chicopee mills provide a major portion of the country's supply of cheese cloth and since the average dealer and average consumer cannot distinguish between similar grades of material, the only way in which distinction can be secured is through branding. And, since frequently several jobbers in a single territory handled the Chicopee line, it was necessary to devise and sell several different brandings of the same materials. Thus, the firm anticipated that every package might be reproduced in three or more surface designs. In addition, private brands are made up for several major accounts and thus further broaden the number of brands.

To achieve the utmost economy in production, it was decided, at an early stage in the process of devising packages, to differentiate all packages from others only by means of labels. Thus, all cartons are the same, being made of a fairly light weight board, either coated blue on one side or printed with an all-over blue and white.

Differentiation between brands thus depended entirely upon the labels applied to each brand. These varied in color scheme and design as much as possible, from the green, black and white of the Handy Mandy brand to the gray, black and red of the Chix brand or the full-color designs of the Colonial and Loom Jewels lines. Since the blue of the boxes served as a background for the large labels, each brand is distinctly different from all others in appearance and, at the same time, box runs are kept at a maximum and costs thus held to a minimum. Similarly, the problems of stock-at-mill are simplified, since it is possible to package up to the labeling point and then adjust brands to meet current orders by labeling pre-packaged stock. The smaller displays are carefully planned to avoid the use of brand names and thus apply, with equal force, to all brands. For this reason, it was found possible to include one of the standard, silk screened units, in every carton-display, irrespective of brand name featured.

Results, reports the company, have been more than gratifying. In spite of disorganized markets and general business conditions, the firm's brand continues to find new outlets—particularly in stores that could not ordinarily be expected to handle a bulky material such as cheese cloth was when handled in bolts. Thus, in auto supply stores, garages and filling stations, where greasy

DISPLAY and
INDIVIDUAL
BOXES for
HATS
SHOES
EVENING BAGS
POWDER PUFFS,
ETC.

Round and
Rectangular



T R A N S P A R E N T C O N T A I N E R S

Show your product in an Emeloid Transparent "Showcase." Combines the sturdiness of a box with the advantages of visibility, eye appeal, buying urge and protection from dust and moisture.

by the
**E M E L O I D
C O M P A N Y**

287-291 Laurel Ave., Arlington, N. J.

Emeloid Transparent Containers increase sales by imparting an air of refinement to any product and raising it above competitive merchandise. Send us your package problem—no obligation, of course.

Phone: KEarny 2-1414-5-6-7

New York City, Phone: REctor 2-8554

"SEALTITE—It's Sensational"

—but only in the sense that it does a simple job extremely well—so well that interest in the paper bag, long exiled from public favor, is growing amazingly. And rightly so, because the neat over and over fold securely sealed and pressed snugly against compactly settled contents gives your ordinary retail bag package something it

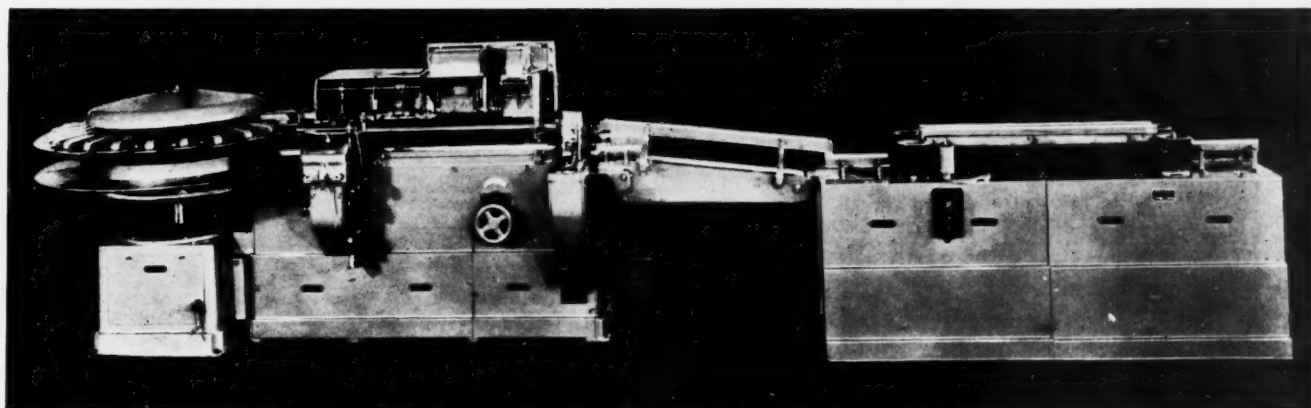
never had before—sales appeal . . . when we tell you further that a Sealtite bag stacks like a carton, is practically sift-proof and costs less to produce than the average bag package, you will understand why some big coffee houses, some leading sugar refiners and topnotch flour interests have already placed their orders.

— WRITE FOR FULL PARTICULARS —

CONSOLIDATED PACKAGING MACHINERY CORP.

1400 WEST AVENUE

BUFFALO, N. Y.



NOW AVAILABLE for the first time ANIGRAPHIC PROCESS

APPLIED DIRECT ON GLASS AND PLASTIC CONTAINERS WITHOUT STENCILS

1 to 4 colors

A completely new and revolutionary process, controlled under patents controlled by this firm, is now available for packagers and display users. Glass and Plastic Manufacturers licensed.

Samples and details may be seen by writing or phoning

"Murray Hill 4-0136"

ANIGRAPHIC PROCESS INC.

305-313 East Forty-Fifth Street, New York

hands and oily fingers could never be expected to merchandise a white product that had to be cut from the bolt, dealers are able to display and sell the packaged item. Meanwhile, department stores, dry goods dealers and general stores are found to be increasing their sales because of the display they now naturally give to this former under-the-counter item.

The Swansoft, Handy Mandy, Colonial, Loom Jewel, Chix, and other labels are printed by the Thatcher Anderson Company; transparent cellulose package with red and blue lettering is printed by the Shellmar Products Corporation; display carton, five- and ten-yard boxes, Nufold box, and bookfold box are made by the Edwin J. Shoettle Company; Swansoft, Handy Mandy, and Colonial labels were designed by James H. Gardner; Chix box label was designed by Ferry Hanly Advertising Company; Loom Jewel label was adopted from the standard label design of distributor; the transparent cellulose red and blue package was designed by Jack Irvine & Associates, as well as the display carton, display cards, polishing cloth (red and blue package), Glo-Bright and No-Lint packages; the display cards were silk screened by Masta Display, Inc.

GIVE LATIN AMERICANS WHAT THEY WANT

(Continued from page 47) flint bottles. He was convinced that a new line would meet with much less sales resistance if attractively packaged. Colored closures, he said, were no longer sufficient as the cheapest lines, although they could not afford colored containers, were using colored caps.

When I decided to introduce the line under my own name, naturally I spent much time in securing the best possible and newest proved formulae, and, of course, used only the finest ingredients. From my long experience in dealing with these women I was also convinced that my success would be much greater if I gave these lovely women what they had been waiting for—the first cosmetics beautifully packaged.

After consulting with George H. Mills, we started to work, and the line reproduced in the accompanying illustration is the result. It is conceded by many critics to be one of the most attractive on the market. Although this development has taken us over six months to produce, I am sure the reception that will be accorded it will well repay me for the effort and expense. The jars are molded by the plastic division of Colt's Patent Fire Arms Manufacturing Company. I was influenced in their favor by their extreme lightness—quite important in shipping to Latin America, where not only quite a saving is made on the freight but a considerable saving in duty, which in many countries is based on the weight as well as on the value. The bottles are decorated by Color-Kraft, Inc., and are of a beautiful shade of antique ivory to match the jars. These are labeled with a Palm Fechteler decalcomania in gold.

EXPORT PROTECTION FOR PACKAGES

(Continued from page 44) have proven reliable and economical. These shipments are hermetically sealed with kraft sealing tape making them air-tight and waterproof. Our freight shipments are usually packed in Burla boxes, which are bales especially prepared with tar and burlap fibre. These boxes also have been valuable in packing all shipments to Central and South America where previously wooden cases were used. Naturally, the shipments going to countries as far away as South Africa and the Near East are packaged in wooden boxes which have been lined with tar paper to protect the merchandise against water and humidity.

"In addition, having in mind the factor of safety, we always protect our shipments by either parcel post or freight by binding them with wire, and we have never received any complaints from our foreign customers regarding the packing of our merchandise."

Canned meats, particularly, are shipped in large quantities from this country. Generally they are packed within the wood export case without any other protection. Corned beef, in square or rectangular sealed cans, sometimes with a thin paper between the rows of cans, makes it possible to pack tightly.

Razor blades in small packets of five and ten blades each, and razors are of such small proportions that one would infer that packing costs also must be small. Yet these are packed in individual cartons with which all we shavers are familiar (see the June 1936 issue of MODERN PACKAGING) and then in quantity boxes. The waxed paper and envelope and the two box covers protect the blade from rust. The boxes of razor blades in grosses or hundreds are packed in wood cases of $\frac{7}{8}$ in. thickness lumber, double-cleated on the box ends with staggered nailing. These then are reinforced with two strands of No. 10 gauge galvanized round wire strapping, tensioned fast and rigid.

Manufacturers of locks in their preparation for export, wrap the individual locks with tissue or other paper wrapping. The locks are then placed in individual, half-dozen or dozen chipboard cartons which are labelled colorfully. These in turn are set in the export case with water-proof liners. The wood cases are No. 5 style.

Cosmetics—lipsticks, face powder, rouge, etc.—Havana-bound and shipped CIF Havana, are carried via express. The individual cartons are packed in heavy paper, then protected by several layers of corrugated paper, and again in heavy kraft paper sealed with gummed tape or tied with twine.

Señor Gustavo E. Mustelier, of Havana, prominent manufacturer's agent for Cuba and Porto Rico, reports on this method: "It has always been my idea that if they used corrugated or fibre boxes the shipments would be better protected, but it seems that this packing costs more and weighs more. At any rate the shipments in the way that they are, arrive in good condition by express." Señor Mustelier writes further, "My honest opinion is that cosmetics including bottles, could be better packed for shipment in corrugated or fibre boxes duly

LUSTEROID



WHEN your problem is one of packaging, Lusteroid will generally solve it. For Lusteroid has many advantages—it's light in weight yet its cylindrical shape makes it strong and unbreakable, and its smooth grainless surface is well adapted to printing. Lusteroid is available in transparent or opaque finishes—and in colors. Lusteroid means sales and repeat sales for your product.

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CONTAINER COMPANY, INC.

Formerly Lusteroid Division of
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10 PARKER AVENUE, WEST

SOUTH ORANGE

NEW JERSEY

USE ANILINE INKS WITH A REPUTATION

originators of
opaque aniline inks

Opaque Aniline White #20682 for glassine, regular cellophane carton and paper stocks.

Opaque Aniline Buckeye White #24881—Designed especially for moistureproof and heat-sealing cellophane.

Opaque Aniline Yellow #21253—suitable for any type of stock.

These immediate drying OPAQUE aniline inks work clean, are free from settling, and can be used alone or with various dyestuffs.

**CRESCENT INK & COLOR
COMPANY OF PA.
PHILADELPHIA**

**SCREW-CAPS . CLOSURES 200 per
minute by the CAMERON METHOD**
Our machines make any type or size of closure



No. 46
Thread-Rolling
Machine

Cameron

CAMERON MACHINERY CO.
240 NORTH ASHLAND AVENUE
CHICAGO, ILLINOIS

sealed in some way and protected with wire strapping." If an importer writes that way, attention should be paid to his suggestions.

Other cosmetic manufacturers ship to this same destination in cartons without other inner protection but with gummed tape sealing or twine outside. Creams and hair lotions and pomades in jars and bottles are packed in the Middle West in wood cases and their inside protection is merely corrugated paper. These cases are strapped with wire.

For more distant ports, wood cases serve protection purposes best. Here, waxed papers and waterproof liners come into the spotlight again so that the longer ocean voyage has no effect on the fancy cosmetic package. For tropical countries that protection is an absolute necessity.

Glass bottles of ink, paste and mucilage are not easy to pack for shipment. Breakage must be prevented, because only one broken bottle in a box of several will likely spoil the labels on all the other bottles and cause considerable damage to merchandise nearby. One method of packing inks is to set the cans or bottles in wooden cases, amid wood shavings or sawdust to absorb leakage or broken bottles.

Another method is to use wood cases of Northern pine (with one-piece box ends) because of that pine's lightness, and then place excelsior pads in the case bottom, to absorb shocks. An excelsior wrapper is then placed around each bottle as it is packed in the box to hold it securely in place and to keep it from jangling against its neighbor in the container. Before the top is nailed on, a strong paperboard tube is placed over the neck of each bottle. The tube is long enough to extend beyond the top of the bottle and the patented spout (pint and quart size bottles for office use) on some of the caps and to touch the top of the wood box when it is nailed on. These tubes serve the dual purpose of protecting the tops of the bottles and the patented spouts and that of holding the bottles firmly in place. Another ink firm does this same thing but places the bottles inside a highly lithographed carton. Some of the ink exporters strap their wood cases together in units of three and four cases with either strong wire straps or flat steel band.

Certain metal specialties, like corrugated metal fasteners for use on the corners of wood screens, furniture joints, stairs and other wood repairs bear a cost so small that expensive packing is prohibitive. These are packed in cartons of 500 and 1000; then in large square cans with either soldered or screw tops for hermetical sealing. With this precaution the wood case needs no waterproof liner.

Parkerized bolts of all kinds for retail hardware trade are shipped by the Buffalo Bolt Company to all foreign markets. The illustration of a warehouse full of export cases shows over a hundred cases—practically all No. 4 cases with two outside cleats—each case reinforced with two galvanized wire box straps. Some of these are destined for Buenos Aires, with shipper's marks, destination, contents, case number, and gross, tare and net weights in kilos stencilled on them.

Nuts, bolts, and screws are included in this warehouse picture. All these items are packed in either folding or telescope type cartons labelled with the manufacturer's name, and size of item; thence into wood cases. These cases are heavy; from the small case of about one hundred pounds to the larger between 300 and 500. Outer case protection and rigidity must be had, or broken cases will spill bolts, break cartons and generally cause a difficult mess.

Scouring powder in cans for export is packed by one prominent Chicago soap manufacturer, 100 cans to the fibre carton. These same cartons, loaded, weigh about 50 lbs. each, and they also serve as export cases in shipments to Porto Rico and Hawaii. Formerly these cans were packed about 200 to the wooden case, weighing about 100 lbs., but it was found that fibre cartons stood the trip even better, even though they were lighter.

For other shipments such as those to Cape Town, wood cases of $\frac{3}{8}$ -in. thickness on sides, top and bottom, with $\frac{3}{4}$ -in. case ends, cleated, are used. In these cases ten fibre cartons, each holding 100 cans, are packed, with a total case load of 1000 cans of scouring powder. No tar paper lining is used and two metal straps reinforce the case. Laundry soap is cased in wood.

Air Shipments and Future Exports

With the advent of trans-Pacific Clipper ships and the busy Zeppelins from Germany to Brazil, and Germany to Lakehurst, N. J., air express and air freight (just recently there has been an airplane freight service inaugurated) has developed into a factor for export.

As yet no great amount of cargo has been carried. Samples, small rush shipments, advertising matter, and machine parts for breakdowns have been the majority of items carried; each month, larger air freighters are built, larger passenger liners and, of course, more express, parcel post and freight facilities go with them.

Lightness for air shipments is a definite first requirement. Yet behind that stands safety and protection. Shipments by air must reach the customer as safely as export shipments by rail or steamer.

Seldom are air shipments packed in wooden cases or crates. Corrugated or fibre cartons are generally of sufficient strength to protect most articles from damage. Air charges are not cheap so the most must be made of light packages.

Oiled and waxed paper for weather protection, packing to prevent slippage inside the container and tightly fitting cartons are used to combat the tropical heat and dampness and salt sea air as well as to promote stiffness and protection. Gummed tape hermetically seals some containers, while rope or twine and slender wire strapping, applied under tension, are used as reinforcements.

Wire binders are negligible in weight, for two strands strapping a carton of machine specialty boxes for foreign sampling, and weighing anywhere from 20 to 28 lbs., weigh only one-half ounce.

Interlocking can be done by rope or twine, but wire possesses the additional faculty of eliminating con-

METAL FOIL MACHINERY

for

MOUNTING

Aluminum foil on paper or carton, using wax, glue or bitumen.

COLORING

using alcohol or nitro-cellulose lacquer.

PRINTING

Aniline Printing Machine, working from roll upon roll, combined with cross cutter for making labels.

Rotation Book Printing Press, for printer's ink, combined with cross cutter, especially for printing of bright or embossed foil not mounted on paper.

Machine for creping, gumming, waxing, pasting and embossing.

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NO NEED FOR LEAVING

"BLIND SPOTS"

**ON YOUR LACQUER
COATED CARTONS**

**UPACO has
perfected a
LACQUER COATING ADHESIVE**

Did the headaches of sealing lacquer-coated cartons or wraps keep you from adapting this better, longer lasting type of finish?

Then, today, you can re-open the question.

For UPACO research has developed a *perfected* adhesive for lacquer coated surfaces. No longer need spots be kept uncoated for sealing purposes. No longer need you shy away from lacquer. The one remaining problem—adhesives—has been solved by the same chemists who solved the problems of cellulose cementing.

Write for details and samples.

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200 BOSTON AVE.

MEDFORD, MASS.

THE LOW COST OF UPKEEP

on a slitting machine using razor blades is at once obvious to the man who thinks in terms of reduced maintenance costs. Here is something **REALLY NEW!**

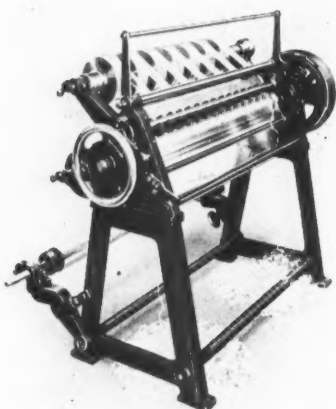
For "Cellophane" Sylphrap & Glassine.

Ball Bearing Throughout

Individual Rewind Tension adjusted without stopping

Send for circular to-day

BECK RAZOR BLADE SLITTER



Also BECK Automatic Roll Sheet Cutter

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13th & Callowhill Sts. Philadelphia, Pa.

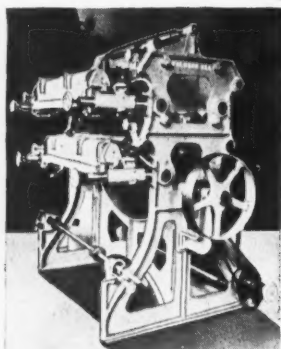
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Water Colors ✓ Rotogravure ✓
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High Score!

FOR THE NEW
WALDRON

Fluid INK PRESSES



Adaptable for so many uses, regardless of size, these new Waldron machines are appropriately termed the "all purpose presses." Design permits addition of color units and drying apparatus. Write our engineering department for full details and advisory on engineering service.

JOHN WALDRON CORP.

NEW BRUNSWICK · NEW JERSEY

sealed pilferage. The wire cannot be slipped off and replaced; its tensioned pressure against the edges of the box or carton prevents its removal. Wire promotes parcel rigidity and eliminates extra kraft paper and corrugated wrapping board used as a stiffener. The weight and cost of the wire is noticeably less than the increased paper and board to make the carton rigid.

Shipments via Pan-American Airways to Havana, Cuba and Mexico City were made to prove the point of economy. The wire-tied parcels needed less wrapping and consequently saved 15 to 25 per cent in air express and wrapping costs. In addition the wires kept the parcels in satisfactory condition for consumers in the foreign ports.

The journey of a package to Cologne, Germany—airplane from Chicago to Lakehurst, N. J.; zeppelin "Hindenburg" to Frankfurt; and Deutsche Lufthansa plane to Cologne—finished an aerial trip of 4500 miles that show a package entirely undamaged in transit.

SEALING-IN TEA FRESHNESS

(Continued from page 41) necessary and maintain an adequate supply of tea bag tags at all times. In addition, two girls seated at the tables of each machine inspect and pack the tea bags in boxes as they come from the machine on a small belt conveyor in the center of the table. Tea bags are packed in boxes containing 8, 17, 35, 100, 300 and 500 tea bags. As the boxes are filled, they are placed in wooden trays and delivered to the transparent cellulose wrapping machines (Package Machinery Company) located on the same floor. They are adjustable for wrapping boxes of different sizes. One man feeds the packed boxes into the machine and three girls at the delivery end inspect and place the packages in corrugated shipping containers. The tea bag packages are wrapped in transparent cellulose to protect them from the air and dampness. The aluminum foil Salada tea package is virtually airtight and, of course, does not need this added protection.

Great care is exercised to maintain accurate weights in all types of packages. Every 15 minutes, a package from each machine is weighed on a scale of accurate type so that adjustments may be made immediately.

As the corrugated shipping cases are filled with tea and tea bag packages at the various machines, they are delivered to the top and bottom carton sealing machines (Standard-Knapp Corporation) which are also located on the fourth floor. All cases are dated at the sealing machines and also are given the initials of the packer, for future identification, if necessary. At the end of these machines is a spiral chute which carries the packed boxes to the second floor where they are put in stock according to a carefully arranged plan for quick and economical handling.

The shipping department, also on the second floor, collects the tea called for on outgoing orders and assembles it at the head of one of the three belt conveyors. Portable roller conveyors are placed at the head of the belt conveyors to facilitate handling. A small desk is

mounted on the pillar adjacent to each conveyor on which the shipping papers are kept and checked as each item is sent down. The other end of this conveyor is kept high and is provided with an adjustable chute which can be pushed into the body of the truck for convenience in loading. The belt has crosspieces to prevent the cases from sliding and piling up or from travelling too fast. On the other hand, the polished metal chute at the delivery end is set at a sufficiently sharp angle to insure the sliding of the case into the truck. Much of the shipping is done in the company's own attractively decorated trucks, although express and other transportation services are used when convenient and economical to do so.

Cleanliness of the plant plays a most important part in the maintenance of the high standards of quality, and is necessary in the production of good tea. We have described the painstaking efforts in connection with the processing of the tea itself and the same conscientious effort is made to keep the plant clean. To this end the floors in the packaging department are scrubbed every night and every noon hour. The walls and ceilings are painted white and a border of dark gray extends about four feet up from the floor. These are also cleaned at frequent stated intervals so that they are always spotless.

CASTING EYES TOWARD CASTING LINES

(Continued from page 38) The lower half of the box is covered with a solid light green paper presenting a pleasing contrast to the top. There is the first impression. Simple, yet masculine enough to appeal to the kind of fellow that has a yen for the outdoors and the thrill of hooking on to a beauty.

Now the box is open! Perhaps the most important item in fish line packaging is the actual label applied to either the spool, card or coil. For years we have been using a lithographed card which we imprinted with the name and description. The best silk casting line looked not unlike the cheapest cotton line from a label standpoint. So into the furnace went the whole works, possibly purchased years ago by some fellow with an eye to the future and who today is probably still wearing button shoes.

In their place a new array of labels has been designed; simple, easily read and in harmony with the merchandise they introduce. The same design is applied to an entire group of lines, either in the same price or quality range, with a change of color and copy. On the reverse of each spool is found a new trade mark with a color combination corresponding to that on the label.

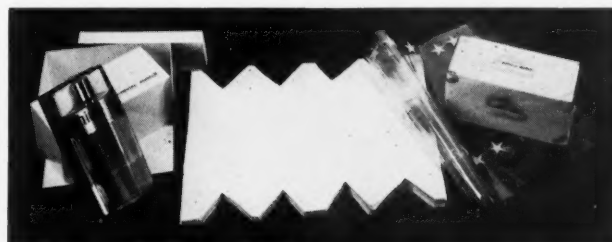
Awkward looking round cards on which had been presented a coil of line gave way to larger square cards, contrasting in color to the actual line, adding to the appearance of and making a neater package. Cutty-hunks, or linen lines, used almost exclusively for salt water fishing are sewed on square cards designed with a suggestion of the sea, anchors and rope, the white line resting on a dark blue background.

Enameled fly rod lines are packaged on square cards,

● Definitely something novel in

CORDUROY WADDING

cut to fit around a box
without overlapping



We positively revel in consummating other peoples ideas when they run to Cellulose. Versatility, not volume, a personal interest in every order, flexibility to do what others can't or won't. We'd like to try it out for you. Tough problems solved in Facial Tissue, too.

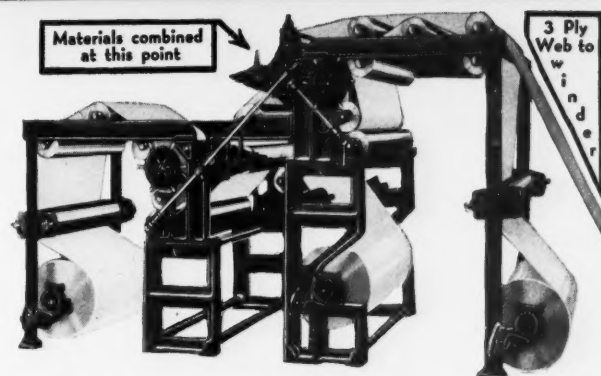
The General Cellulose Company, Inc.
GARWOOD NEW JERSEY

Please mention this advertisement if you write

CAMACHINE

ROLL TO ROLL LAMINATOR

Produces wide range of
laminated combinations



New and efficient. Combines all kinds of paper, board, fabric, foil as well as Cellophane, Sylphrap, Kodapak, protectoid, etc. Furnished either for two or three ply laminating. Can be used for coating also.



CAMERON MACHINE COMPANY—BROOKLYN, N. Y.

• A NATIONALLY KNOWN ORGANIZATION

located in the Metropolitan area of New York City is interested in obtaining the services of a young man well experienced in the manufacture of set-up and folding cardboard boxes and cartons. Applications will be treated in confidence and interviews will be given in New York City. When applying give full details as to age, experience in box making and familiarity with equipment. Box Q, Modern Packaging.

Life
AT THE BISMARCK

Ideally situated in Chicago. Cheerful, unobtrusive service and guest rooms that offer the ultimate in excellent living. Famous dance orchestras and sparkling floor shows await you in the beautiful Walnut Room.

Rooms with bath, \$3.50 up.
Rooms without bath, \$2.50 up.



printed red, yellow and blue, a wave motif outstanding. Cotton lines have graduated from their colorless coil to a larger card whose angular air-brushed design snares the eye without detracting from the merchandise. Embossed tabs have been applied to new merchandise and have replaced old printed tabs. Embossed seals have been generously scattered throughout the line and are doing their share in improving the individual package.

The three outstanding casting lines, from the point of sales volume, are packaged in folding display boxes, our first experiment in this field. A bit on the fence regarding the change of design for our Cardiff Giant line, known the country over, we stayed quite closely to the original design and presented it on a gold embossed label. The All American label, a red, white and blue affair, was replaced by one more in keeping.

Perhaps the outstanding fishing lines are those made and finished by a patented process of oil impregnation, created especially for the particular sport of fly fishing, which, in the past few years, has grown in popularity.

Oil lines have in the past been displayed in a specially constructed box, having a display panel on which the line was sewed. A printed paper tab was pasted around the coils for identification. The entire put up has always been unsatisfactory, not only because of the awkward operations required but because the purchaser was faced with a problem of transferring the line to his reel.

From months of research and experiment we evolved a paper reel that we believe will answer a long wanted need and facilitate the handling of oiled lines. The reel is made with a removable top, that the buyer might easily remove the line for complete examination. When replaced a slight turn locks the reel and by merely inserting a pencil through the center the line may easily be transferred to the fishing reel with no kinking, twisting or corkscrew.

Instead of a printed tab being pasted around the coil an embossed label is applied to the face of the reel. Going one step ahead, the reel is packaged in a transparent box, two felt pads are added, and the fisherman has an excellent leader box that may easily be carried in the pocket of a fishing jacket.

In the short time the entire line has appeared before the jobber, dealer and consumer, the comment has been exceptionally favorable. The jobber is finally able to combat the statement that Cortland lines are unattractive. The dealer now feels that Cortland lines deserve their place "in the sun" and is more than anxious to award prominent locations to items that have in the past held a back stage position. Salesmen have shown new enthusiasm for opening their sample cases. They're tickled. So are we. After all, twelve million pairs of eyes make for good casting. We're trying that flashy plug with a shiny spinner.

Manufacturers who contributed to the assembly of Cortland Line packages are as follows: folding boxes, Spencer Folding Box Co.; set-up boxes, Central Paper Box Co.; wraps, Nashua Gummed & Coated Paper Co.; embossed seals and labels, Cameo Die Cutting & Engraving Co.; transparent boxes, Celluloid Corporation.

INDEX OF ADVERTISERS

Advertising Metal Display Co.	69
Aluminum Seal Co.	30
American Can Company	Inside Front Cover
American Coating Mills, Inc, Carton Division	6
American Management Assn.	10
Anchor Cap & Closure Corp.	14-15
Anigraphic Process, Inc.	104
Arabol Manufacturing Co., The	99
Armstrong Cork Products Co., Closure Division	22, 83
Beck Machine Co., Charles	108
Bismarck Hotel	110
Bostitch, Inc.	102
Brooks & Porter, Inc.	33
Burt Co., Inc., F. N.	85
Cameron Can Machinery Co.	106
Cameron Machine Company	109
Capstan Glass Co.	14-15
Chambon Corp.	12
Chicago Printed String Co.	23
Colton Co., Arthur	101
Consolidated Packaging Machinery Corp.	103
Container Corp. of America	11
Container Equipment Corp.	96
Crescent Ink & Color Co. of Pa.	106
Crown Cork & Seal Co.	7
Dorstling Brothers	107
Emeloid Company, Inc.	103
Equitable Paper Bag Co., Inc.	29
Ferguson Co., J. L.	112
Forbes Lithograph Company	Insert 72-73
General Cellulose Co., Inc.	109
General Plastics, Inc.	28
Hampden Glazed Paper & Card Co.	Insert 4-5
Heekin Can Co.	87
Hygienic Tube & Container Co.	95
F. W. Jaeger	107
Kalamazoo Vegetable Parchment Co.	4
Keller-Dorian Paper Co., Inc.	Insert 12-13
Kimble Glass Company	21
Lowe Paper Company	26
Lowery & Schwartz, Inc.	98
Lusteroid Container Co., Inc.	105
Maryland Glass Corp.	Insert 16-17
Michigan Carton Co.	Inside Back Cover
Miller Wrapping & Sealing Machine Co.	94
National Can Co., Inc.	17
National Process Co., Inc.	67
New England Collapsible Tube Co.	97
Owens-Illinois Glass Co.	36, 52-53
Package Machinery Co.	89
Packaging Products Corp.	64
Peters Machinery Company	25
Phoenix Metal Cap Co.	1
Pneumatic Scale Corp., Ltd.	13
R. C. Can Company	32
Redington Co., F. B.	3
Reynolds Metals Co., Inc.	Insert 28-29
Richardson-Taylor-Globe Corp.	91
Riegel Paper Corp.	9
Ritchie & Co., W. C.	8
Royal & Co., Thomas M.	31
Salem Glass Works	14-15
Seventh Packaging Exposition	10
Smith Co., S. K., The	24
Standard-Knapp Corp.	101
Stanley Manufacturing Co., The	19
Stokes & Smith Co.	5
Sylvania Industrial Corp.	Insert 24-25
Tablet & Ticket Co., The	35
Union Paste Co.	107
Union Steel Products Co.	81
U. P. M. Kidder Press Co.	18
U. S. Printing & Lithograph Co.	Insert 32-33
Victor Metal Products Corp.	27
Waldron Corp., John	108
Warner Brothers Co.	20
White Cap Company	Back Cover



MODERN PACKAGING
BRESKIN & CHARLTON PUBLISHING CORP.
425 FOURTH AVENUE, NEW YORK CITY

FOR ECONOMICAL FILLING OF NON-FREE-FLOWING PRODUCTS

A Packomatic Auger Packer for a small investment. Handles a wide variety of products and container sizes. It is simple in design, easy to operate, and rapidly cleaned when changing from one product to another.

It is especially suited to handle all types of non-free-flowing powdered products that require force feeding and packing.

These machines are also furnished for gross weighing or volume filling. Material is filled into container from top when it does not require packing.

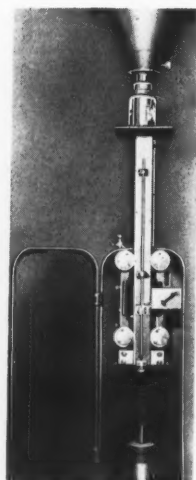
THESE PACKOMATIC MACHINES ARE NOW HANDLING

DRUG POWDERS
PHARMACEUTICALS
GROUND SPICES
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DENTAL POWDERS
PUTTY
PLASTIC PASTES
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No. 2366

Rapidly removable auger and tube, and door in hopper, offers quick cleaning and interchangeability.



No. 2369

Simplified construction, positive electric control and brake, plus easy and rapid adjustment, increases operating speed.



No. 2367

Frictionless packing stroke, micrometer-like adjustment, and instantaneous electrically stopped auger insures accurate weights.

*A Packomatic Engineer
will call upon request—
No obligation.*



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PACKOMATIC

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DENVER
LOS ANGELES



IN A PITCHER IT'S CONTROL

*... and, in carton making,
control is your assurance
of satisfaction and sales!*

"Control" starts, of course, with the manufacture of the boxboard, which in our mill is numerically controlled. Control extends through every department by means of the most modern processing machinery and scientific laboratory checking. Controlled quality extends from drawing board to finished cartons. Control extends, also to our ability to make

promises and keep them—for we have the capacity to guarantee a million cartons or ten million—by a given date, and then beat that date for good measure. Many major firms concentrate all of their carton purchases with the Michigan Carton Company. For in cartons—as in pitching—control measures quality.

We invite your inquiries and offer our aid in planning your package undertakings

MICHIGAN CARTON CO.
BATTLE CREEK, MICHIGAN

THE *Fresh Flavor* OF THE
ORIGINAL PACK!

Vapor-Vacuum* Sealing will preserve the original quality of your tomato catsup in its long journey from the packing table to the home.

This newer, surer process of sterile vacuum sealing prevents "black neck"—loss of flavor—and discoloration... builds customer preference for products which it protects.

*Trade-Mark of White Cap Company



VAPOR-VACUUM SEALING

W H I T E C A P C O M P A N Y

NEW YORK CITY CHICAGO SAN FRANCISCO LONDON, ENGLAND

SO
EASILY
UN-CAPPED

SO
EASILY
UN-CAPPED

